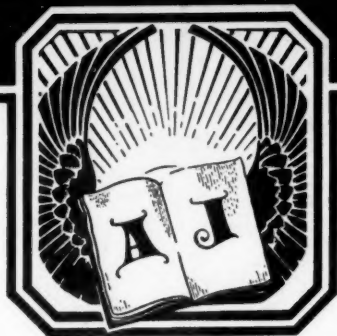


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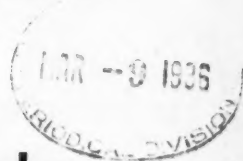
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JUNE, 1935



PULP VS. SLICK

Sewell Peaslee Wright, always a favorite with A. & J. readers, by request wrote the article in this issue discussing differences between pulp and slick-paper stories. We feel that he did an excellent job. Yet he himself would undoubtedly be the last to claim that he has said the final word.

Many will doubtless take issue with him on various points. We shall be interested in other views. For our own part, we cannot follow Mr. Wright to the extreme of admitting that the average reader of slick-paper stories is adult-minded in contrast with the juvenility of the pulp reader. He is perhaps somewhat less juvenile—but surely he is hardly more than adolescent. Mature-minded people are likely to become bored by the superficiality of the slicks; they seek the solid fare of the literary or quality group, where that type of fiction which is chiefly involved with the doings of the Van Raensellers at Palm Beach, the film aspirations of Susie Cutie, and the inevitable happy ending, give way to a certain amount of realism.

In deference to Mr. Wright's wishes, however, let us add this statement from him: "I know all the argumentative answers to several of the points I make, particularly the last one. I'm not writing this to get into an argument with any one, despite the fact that the material is obviously controversial. This represents one man's honest effort to set down in black and white what he thinks are the differences between the typical pulp and typical slick-paper story."

SUMMING UP

Analysis of the flood of letters and articles provoked by the Cross-Asmus debate, "Are Big-Name Authors Entitled to the Breaks?" in our April issue, reveals that readers are just about equally divided in allegiance to the two viewpoints. The mass answer is still "Yes and No."

Lack of space precludes printing all of the comments, or even printing any of them in full.

A few representative opinions, however, may be quoted.

A correspondent on the Eastern seaboard, Morrison Colladay, writes:

Your Frank Clay Cross is singularly illogical. . . . He says, for instance, that you go to an established doctor, lawyer, or accountant, because of his reputation, rather than to a new graduate in any of these professions. Therefore, on the same principle a magazine editor buys stories from established writers rather than from new ones. It would seem useless to point out such an obvious fact as that you must judge the doctor's, lawyer's, or accountant's prospective work for you by what he has done for other people, while with the writer, either established or new, you have the actual work before you.

Mr. Cross asks: "Do you ignore the labels on the groceries you buy?" Of course you don't, because you can't judge till you eat them. You can't judge your cigarette until you smoke it. . . . Mr. Cross's implication is that an editor can't judge the value of a story when he reads it.

So far so good, but in another letter we find a logical answer to this criticism:

When Mr. Cross speaks of the value of the label on the package, he is, of course, referring to the weather eye which the editor must focus on the altitude of the reader. The reader is the ultimate consumer of the printed word. He cannot judge the stories in a magazine until he has read them any more than the merchandise buyer can judge a can of beans until he has tried it. Therefore, he plays safe by buying a magazine that contains at least some work by authors who have proved themselves in the past.

A writer who signs himself "A Magazine Merchant"—in other words, a newsstand owner, elaborates somewhat on this view:

Do I, as a dealer, prefer to handle a magazine which sells as against one that does not sell, even though the latter may be filled with good stories by unknowns? You answer. Could an editor risk sending out a magazine filled only with stories by unknowns? You answer that, too. Am I, who hope to sell to my customers again and again, in order to make a living, going to recommend a magazine I have doubts about—one which contains authors with whom I am not familiar? Not if I have my business sense intact. I'll recommend one that I know has well-tried writers.

Thus far, the controversy seems to reflect a view which is aptly characterized and then an-

swered by a member of the American Fiction Guild, William Benton Johnston. He writes:

It is difficult to imagine anything more discouraging to an embryo writer than the Asmus-Cross controversy. In part these two authors disagree very nicely; in the whole they agree unanimously. One deplors that the "big name" gets the breaks; the other applauds the fact. Both agree that the struggling "outsider" does not have a chance. . . .

Take it with a pinch of salt, youngsters; it's not as bad as that.

Miss Asmus states that "an unknown writer, ability notwithstanding, finds himself on the outside of a cold, blank, insurmountable wall." Such a statement is rather strong. This cheerful lady further ventures that nine out of ten young writers "break in" either through "pull" or personal contact with editors. I know that I have never been inside an editorial office; that only once have I met an editor and then very casually and *after I had sold him a story*. And I don't have any more "pull" than a French War Debt Commissioner has conscience. Fact is, I live in a Southern village of less than 1000 inhabitants and do not know any one who knows a magazine editor or publisher. And in the two and one-half years that I have been writing fiction I have sold and resold to considerably more than a dozen magazines by mail and by mail alone, the majority of such sales being to Eastern editors.

Perhaps Miss Asmus's "wagon-to-star-hitching" has something to do with her lack of results. I do not receive rejection slips from the George Horace Lorimers, the Ellery Eedgwicks, and the Harry Payne Burtons, for the simple reason that I do not submit manuscripts to their offices. I would like to have a few of their big checks, but I am no more ready for these markets than these markets are ready for me.

It may be a bum theory, but I've always thought that the proper method of climbing a ladder was to begin at the bottom and go up—rung by rung.

Our own summing up of the case is this:

Whether or not big-name authors are entitled to the breaks, they will continue to get them in a sense—that is, as long as every editor is bound, for business reasons, to feature a fair proportion of well-known names in order to sell his magazine to the general public. It is futile to protest against this inevitable situation. No young writer who has ever paid a nickel or a quarter for a magazine because one of his favorite authors was listed on the cover has ground to complain.

At the same time, no general magazine that we know of carries this policy to the extreme of barring all new writers. In the vast majority, not only among the pulps but among the slicks and the quality group, a fair portion of the material purchased is from promising new authors. True, the competition is intense. Where, in these days, is it not? But the obvious fact that every big-name writer was at one time an unknown seems to be the final answer to the whole controversy.

PRECAUTION

The plagiarism situation is becoming dangerous, according to many indications from publishing houses in New York and elsewhere. Editors are being offered "stolen goods" every day and many have recently been "hooked." The American Fiction Guild has taken cognizance of the situation and offered its services in stamping out the evil by prosecuting those guilty of plagiarism. The story reaches us of an editor who turned down a story from an unknown writer living in the West because he felt that it was *too good a yarn* for a novice to write. He could have investigated, but did not feel inclined to take the time. A rejection slip offered the easy way to dispose of the matter, so far as he was concerned.

The danger, of course, is that all markets may become closed except to writers with whom the editors are well acquainted.

There seems to be just one method of meeting this situation. THE AUTHOR & JOURNALIST suggests that every manuscript submitted to a market to which the author is unknown be accompanied by such information as will assure the editor that he runs no risk in accepting it. The logical method, of course, is to submit references. If the author has sold to other publications, they, naturally, are the best references. Local references of a substantial character, however, should prove reassuring—a banker, a minister, a business man, a school superintendent, the newspaper editor—these or others who know you well enough to answer favorably any inquiries as to your reliability. Do not, however, submit unauthorized references merely to make a showing. If the submitted story is considered worthy of acceptance, you may be sure that the reference will be investigated. We know of one writer who gave a number of unusually fine references. They availed him nothing, however, because when the editor wrote to the persons mentioned in his letter, some disclaimed any acquaintance with the writer, others admitted only slight acquaintance. That experience forever destroyed this writer's chances of acceptance in the particular magazine office involved.

Perhaps the best reference, when available, is some writer acquaintance who is selling to the magazine, or a writer who is generally well known. If the author can say, on submitting the manuscript, "I refer you to Big-shot Jones, author of so-and-so, with whom I am well acquainted and who will vouch for my integrity," there is little likelihood that the manuscript will be turned down merely because it is "too good."

* * * * *

While nobody can teach genius, genius itself must learn the machinery of expression.

—RUPERT HUGHES.

SNEAKING UP ON THE SLICKS

. . . By SEWELL PEASLEE WRIGHT



Sewell Peaslee Wright

CAN you describe, in understandable form, the exact difference between the perfumes which are jealously doled out by the drop, and the perfumes in the 5-and-10, dispensed by the ounce?

You can't? Well, then you have a rough idea of the jam I'm in, attempting to delineate the difference between

the pulp and the slick-paper story.

First of all, the difference is not the difference between day and night. There's a broad twilight zone, and within this zone are those stories which might, conceivably, be purchased by either a pulp or a slick-paper book. Obviously, in order to discern the notable differences, we must study, not the stories in this twilight zone, but truly typical examples of both types. Let it be understood, then, that throughout this paper I am speaking of *typical* pulps in contrast to typical slick-paper yarns.

If that's understood, and you agree, we can proceed.

One of the very interesting differences, it seems to me, is the end of the spy-glass through which the writer views his scene and his characters. The pulp writer looks through the wrong end of the glass.

I suppose you've turned a telescope or a pair of field glasses around, and viewed the world looking through the objectives—the big lenses. You know what the result was: a large field, with everything in it reduced in size. That's the pulp writer's way of doing business.

He is not primarily interested in what his characters look like, what they think, what their facial expressions are. He wants *action*, and plenty of room for it. He views his drama from the balcony.

The slick-paper writer uses his spy-glass in conventional fashion. He has a small field, but he is close to his characters. He often (particularly in the more "arty" type of story) finds a spy-glass not powerful enough, and puts his characters under the microscope. That's how close he likes to be to them.

Mr. Wright, who has frequently appeared in *The Author & Journalist* with helpful articles, regularly writes for the "slicks," including *American*, *Cosmopolitan*, *Liberty*, *Good Housekeeping*, *Woman's Home Companion*, and *Pictorial Review*, as well as various "pulp." He is therefore in a peculiarly good position to discuss the essential differences between the two types of writing.

His interest, primarily, is in the *characters*. It is *what they are*, rather than *what they do*, that counts with him. You're interested in his story because you're interested in the characters. They're *close* to you, like members of your own family, or intimate friends.

Very intimately related to this difference, it seems to me, is the difference between the kind of characters utilized. The pulp-story character is likely to be a recognizable *type*: the slick writer racks his brains to get *away* from types.

In pulp stories we find typical cowboys, typical "dicks," typical girls-to-be-loved, typical adventurers, typical antagonists. They don't deviate much from type. We may have two or three different types, in any of these classifications, but they're all more or less stock. And even though a pulp writer does invent or create a highly individualistic character, the formula for the pulp story does not permit him to develop this character to the point that his personality emerges to any great extent.

The slick-paper writer is likely to spend more time over his characters than the pulp writer does over his entire story. Give a slick writer three genuine characters, and he can write a story. He *has* to have them. Without them, his story simply will not go. You see, he's right on the stage with his characters, and grease-paint and false whiskers look like the devil from the stage side of the footlights.

We come now to the delicate matter of sex, and here we must pause a moment to subdivide the pulps into the adventure and sweet-love stories, and the sex and confession stories.

The adventure story, and the sweet-love story, ignore sex. Let me point out that this is typical of a difference previously pointed out: pulp characters are stock, they are types, and they are, therefore, not quite natural. In the natural world, sex plays a tremendous part in shaping the lives of men and women; in the world of the pulp writer doing adventure, action, and sweet-love, sex is a nasty word which just isn't used.

For example, in the pulp story, a young man and a young woman may start out together on, say, a dog-sled journey which will take them through the frozen, deserted bush, and require several days to complete. Days, and nights.

Do complications and inhibitions set in? They

do not. Not a word is said about the conventions. He sleeps on one side of the fire; she on the other, in the shelter of the good old tarpaulin. And you've a dirty mind if you even *think* of the possibilities offered by the situation.

The pulp sex story, as will become evident later, is intended to make its appeal to the pulp mind on a spree. It is *raw* sex, and its peculiar place in the literary scheme of things deserves a paper of its own.

The sweet-love story ignores the primal urge to "be fruitful and multiply and replenish the earth." The object is *matrimony*. What the object of matrimony is, is none of your business. The conventions are considered more than in the adventure pulp, but sex, as such, never rears its ugly head.

Now, I do not mean to say, in comparison, that all slick stories are rank with sex. That's obviously untrue. Many of them, most of them, are not. BUT—solid caps, Mr. Printer!—when the story hinges on the physical relations of man and woman, or when the story has occasion to touch, for a time, upon this primal urge, the slick writer neither blushes nor stutters. He records human nature as it is, as a matter of course.

Another interesting difference concerns dialogue. Dialogue plays a far more important part in the slick story than in the pulp yarn, although, paradoxically enough, the average pulp story has, perhaps, more dialogue than the average slick. Again our findings here tie in with a difference previously mentioned: the slick writer is so close to his characters that he utilizes unquoted thought-material to move his story along, and does so to a much greater degree than any pulp writer would dare to do.

Too, pulp dialogue, like pulp character, runs to type. The pulp cowboy talks like a type cowboy; so does the pulp "dick," the pulp racketeer, and the pulp heroine. This is a logical corollary to the fact that the characters themselves are type. Naturally, they *speak* like type characters.

The slick writer, with his cultivated penchant for unusual, striking, individual characters, interests you with the unexpected, witty, original things they say, and with the way in which they say these things. The common term "sparkling dialogue" is a just tribute to the long hours the slick writer spends in making his characters human, and not commonplace. Even though he deals with the most drab and commonplace characters, he puts individuality into their dialogue.

The difference is the difference between your well-beloved Aunt Mary, who may never have been outside the county of her birth, and just any elderly, unsophisticated, uneducated, untravelled woman who has never been outside

the county in which she was born. One is an individual; the other is a type.

Then there's the basic difference in plotting. Your pulp writer has a formula, or a set of them. He plays one-finger melodies in a single key. Your slick writer is less inclined to regard formula, and he has fewer taboos. He comes down on the keys with both hands spread-eagled, and he plays in any key. He does not confine himself to the melody; he insists upon the accompaniment as well.

If you'll reconsider this paragraph for a moment, I believe you'll see the rather telling aptness of the figure of speech I've utilized, and how well it hooks up with the other differences I've brought out previously.

Now that you've borne with me thus far, I'm going to fire my big gun. I'm going to tell you what I think is the real, basic difference between the pulp story and the slick paper story. And then I'll try to prove to you that this reason comprehends all the others which I have purposely isolated for your inspection in the foregoing section of this paper.

The major difference, I am convinced, is in the type of person to whom the story is directed, or the mood of that person.

It now becomes necessary for us to be frank. Brutally frank. Hold on tight; here we go!

The typical male reader of the pulp magazine, in my opinion, is a juvenile. He may be of any age, but he is possessed of a juvenile mind. Spend a few days hanging around a newsstand, and see what type of person buys the pulp magazines.

There is one notable exception to this: the person of adult mind, even a learned mind, who, in a certain robust mood, likes his pulps. Hence, in the italicized paragraph above, I have included mood as well as type.

The typical reader of the feminine pulps is also possessed of a juvenile mentality. She is the shop-girl type, although she may be married, and play bridge three afternoons a week. She's seeking for thrills, for gallant wooing, such as her hum-drum life does not offer her, just as the male pulp reader is seeking red-blooded adventure in the sky, the trenches, the jungle, or the bush—which he can't partake of in person.

The sex pulps, read by both males and females, should be considered under a separate head, as I have previously suggested, but I believe it will be immediately obvious that the pulp sex story is so crude, so raw, so far from subtle, that only a juvenile mind (or an adult mind off on a lark; slumming, if you like) would take any enjoyment in it.

Let's go back now, and reconcile this theory that the whole trick of writing for the slicks is

in properly conceiving the type of reader to whom we must appeal. I'll try to tabulate the

differences for you, in the interests of both clarity and brevity.

DIFFERENCE NO. 1

PULP

Juvenile-minded pulp reader wants action in his stories, just as he wants action in his everyday life. His is the restless mind, craving dances, shows, speeding automobiles, fights, fires, excitement of any kind.

SLICK

Adult-minded slick-paper reader is interested in causes and effects. He can spend hours in quiet conversation, experimentation, study. He has a knowledge of, and interest in, humanity. He sees beyond the surface.

DIFFERENCE NO. 2

PULP

Pulp-paper reader does not have the ability to understand the finer points of character, nor is he interested in them. Hence type characters are real to him, and since he is already familiar with the stock characters, he prefers them to original characters which he might not recognize, and hence might not understand.

SLICK

Our slick-paper reader knows that most of us have "fronts." He's interested in what's behind them. Too, his mentality differentiates him from others, even of his kind; he is individualistic, and hence is interested in other individuals. Ordinarily, the greater a person's mentality, the farther he departs from the norm, and the less he can be classified under ordinary type headings.

DIFFERENCE NO. 3

PULP

It's a regrettable fact that simple, honest souls have a higher standard of outward morality than educated sophisticates. They're shocked at things which are cross-table topics in "slick-paper" homes. Hence the purity of the action pulps. When the undeveloped mind goes in for sex, however, it demands the raw product—and hence the pulp sex magazines. The psychology here may seem involved, but reflection and study will convince you that it is sound psychology.

SLICK

The man or woman who has lived fully has apportioned to sex its proper place. There is no tendency to look upon sex as "dirty," and hence something to be shunned, or ignored. When sex is an element in a story, the fact is calmly conceded; when the story deals largely or wholly with sex, the subject is handled in a manner which is not offensive to the cultured mind. It is not sex for the sake of sex, as is the case of the pulp sex story; it is sex for the sake of *life*. There's a world of difference.

DIFFERENCE NO. 4

PULP

Since we are agreed that our pulp reader is interested primarily in what happens, it is logical that he is *not* interested in having his characters stand around with their hands in their pockets and *talk*. He wants his conversation interspersed with action, movement, and things happening . . . and the pulp writer gives him this.

SLICK

Dialogue in the slicks caters to the desire of the typical slick reader to become intimately acquainted with his characters. Unspoken dialogue (thought) is largely used to further this intimacy. Not every word spoken furthers the plot or action of the story; hence the slick story is the more natural of the two, for actual people, in speaking, do *not* have their minds fixed upon moving along a plot. They ramble—even as you and I.

DIFFERENCE NO. 5

PULP

The mind of the pulp reader, being juvenile, insists upon orthodoxy. Tell your youngster the story of the Three Bears again this evening, and put in *four* bears. See how quickly the innovation will be detected, corrected, and resented.

SLICK

The more blase mind of the slick reader is open to the unconventional. Four bears, or even five, would be welcome. They could even eat up Little Goldilocks, or she could pull out a Tommy gun and mow them down a la Chicago, if the mood seized her, and the slick reader would chuckle over the very unorthodoxy of it all.

DIFFERENCE NO. 6

We have really taken care of this great difference in the parallel columns preceding. It is the basic difference, comprised of, and encompassing, the preceding five.

I will spot you glamour, I will spot you good writing, I will spot you exotic background, I will spot you "high society" characters—and then gamble with you that if you ignore the five points contrasted above, you will not be able to write a story which will sell to any slick magazine.

After all, an editor is merely a weeder-out for his readers. His job is to cull, from all that's offered him, the stories most likely to please his readers. It is obvious that no one magazine can please, for example, Kitty Carson, who sells cosmetics in the 5-and-10, and Mrs. Archibald G. Whittington, who nearly ran over Kitty one night in her big limousine.

Men and women read for *release*, and what's release for Kitty is obviously *not* release for Mrs. Whittington. What's release for the

pimply youth whose greatest hero is Lindbergh is not release for the type of man who has read his *Jurgen* out of its covers.

And so I say that in every department of our writing, in everything in our story which in any way influences it, we must remember the person for whom we're writing it.

There is, strictly speaking, no such thing as a "general" magazine. *American Magazine*, and *Colliers*, are often spoken of in this fashion—but there are many millions of men and women in this country to whom the *American* is a goody-goody mouthpiece of Rotary, and others to whom *Colliers* is too highbrow by far. You

may not think so, and I don't think so - - - but if we have brains and education enough to be writers, we are, presumably, normally slick-paper readers.

Bear in mind what the typical slick-paper reader wants, and give it to him to the very best of your ability, and sooner or later some slick-paper editor is going to see that your story will appeal to his readers, and buy it for them.

It's as simple as that—which we both know isn't simple at all! But that the pulp writer *can* crash the slicks is proved by the tremendous number who have done it.

I hope I've helped to show some of you how.

||| SPIKE IT DOWN

... By CARALEE HUDSON



"HOLD THAT LINE"

by Eugene R. Dutcher (in the April A. & J.) was a good article, and a valuable hint to many writers, would-be and otherwise. But

Why not a companion article for another myriad of key-pounders (like myself) to whom the needed message is, "Spike It Down"?

My dad, who was an old-time trout fisherman in his spare time, used to say, "You can't catch a fish without getting your line wet!" And no writer ever sold a story that didn't find its way to the typewriter.

Too many simply gorgeous ideas—new angles, appealing characters, snappy plots—flash into the consciousness of writers, only to fade and die before Old man Inertia and his cousin Procrastination are overcome and the writer spikes the idea down on paper where he can get at it when he needs it.

It is always easier to improve or correct something than it is to create it in the first place. If that were not true, what would happen to the great race of kibitzers? Who cannot look over an artist's shoulder and tell him that Susie's eyes don't match, or that that red cow in the upper left-hand corner has only three legs? And writers . . . well, how about the universal disgusted comment on someone else's tale, "Why, I could do better than that and not half try!"

All right, then. Let's assume we have an Idea.

(We've got to have one now and then, for they are the merchandise in the writer's warehouse, and without merchandise how is he going to do any business?) By all means get that *idea* down on paper; *any* kind of paper. We then can heave a well-earned sigh of relief. *That* idea, at least, won't get away from us!

Then, after the details have jelled (as per Herr Dutcher), we can go about giving the tale life and grace and comeliness. The clay, soft and pliant, is in our hands. We can mold it and shape it to suit our needs (and the editor's as well).

What! did I hear someone offer an objection? Did you say that once a story's down you can't change it? You don't want to spoil it. It was inspired. If you change it, it will be merely mechanical, lacking in life and spontaneity.

Humph! As Paul Ellsworth Treim (an old-timer at the writing game who is still selling regularly) once said, "Keep your stuff flexible. If a yarn doesn't click the way it first comes out of the shell, try a new setting . . . different characters . . . a novel denouement. If the story can't be changed and still remain a good yarn, the chances are that it wasn't worth anything in the first place."

Selah! And so, little babes in the literary woods, if and when you get an idea, spike it down! To be sure, it may be hazy. It may lack plausibility. The sawdust stuffing may show through your puppets. What of it? The merits and the shortcomings of your brainchild are right there before you. It cannot play truant and run away just when you need it most.

And if you think you write solely by inspiration and cannot make any changes in your script, today might be a grand time to break yourself of that notion. And some tomorrow or other you will reap a rich harvest of dividends as a result of learning (however painfully) to "keep your stuff flexible."

PITFALLS ON POETRY ROAD

. . . By CLARA EDMUNDS-HEMINGWAY

Clara Edmunds-Hemingway has contributed prose and verse to a large number of poetry magazines, general and specialized publications, including *Poetry*, *Verse Craft*, *American Poetry*, *Port o'Poets*, *Spinners*, *Driftwood*, *Sonnet Sequences*, *Expression*, *The Etude*, *The Churchman*, *American Foresters*.



Clara Edmunds-Hemingway

THERE are few easily read signposts on "Poetry Road"; no handy road maps, to which we may refer when we arrive at a fork of the road. It is so easy to take the wrong turning and land far from the longed-for destination. Nor are there any ways of destroying old outworn and misleading signs. Many old highways are

now closed to traffic but still marked, and there are almost no detour directions.

All this is most confusing to a serious student, especially one who has, for some years, been wholly out of touch with modern classrooms. Authorities who have taken the journey advise us to steep ourselves in the best classic English verse; but they often forget to warn us of the dreary bogs, or the pitfalls along the way, which these great masters of English verse have left behind them.

Here are some of the deeper pitfalls—a few of the more dangerous ones:

1. The old masters of prosody used poetic license freely, whenever needed. Today it is outmoded. If you are tempted to use poetic license remember that the traffic officer (the editor) will assuredly ask you to pull over to the side of the road, because of the breach of modern writing rules.

2. Avoid archaisms. The masters used them freely. *Doth*, *fain*, *espy*, *ere*, *anon*, *eftsoon*, *prayeth*, *thine*, *thou*, *bath*, *wert*, are fair examples. All words not familiar in modern use in speech are nowadays eyed with disfavor.

3. Avoid contractions: *'tis*, *'twere*, *o'er*, *we'll*, *I'll*, *they're*, *thrill'd*—in fact, all telescoped words. Master workmen of the past used these contrivances; but today they are as out-dated as the periwig.

4. The inversion. When a phrase is inverted, or twisted about, it is almost inevitably awkwardly worded. Present usage makes it advisable for the poet to write as proper English is

spoken. An example of this fault is from my own early attempts at a sonnet. "The thrush within the thicket dense," should have been, "The thrush within the dense thicket."

Shelley could write "What thou art we know not," and Keats, "Now more than ever seems it rich to die," but modern usage definitely frowns upon such expressions.

5. "Beware the *cliche*!" should be placed at the very gateway of thought expression. Its use has cost writers many a check.

Examples of these annoying rubber-stamp words and phrases are: *The golden sun*; *ruby lips*; *skies of blue*; *cupid-bow lips*; *leafy bowers*. They have been used until both eye and ear have tired of them. There is always a right word, or a right phrase to express your meaning. *Jade* has been so overworked that one editor declared that he never accepted verse in which the word appeared. If *green* is mentioned, he advised that it be frankly so called. It is unwise even to use *verdant*.

6. Beware the letter S. Too many repetitions of this letter in any sentence gives a sibilant, sinister, serpentlike hiss when read. The telephone and radio have taught us that very thoroughly, while the talkies emphasized it in laughable style. Before the better recordings were made, to see the great broad-shouldered hero brandish his revolver and lisp, "Thomath Johnthn, thtir one thtep and I thall thhoot!" was a little too much for any audience. The canny writer, when writing poetry, will use as few s sounds as possible.

7. Unpatterned rhymes are taboo. First we will take a patterned rhyme:

I bring fresh *showers* for the thirsting *flowers*,
For the seas and the streams;
I bring light and *shade* for the leaves when *laid*
In their noonday dreams.

—Shelley.

The poet intended to rhyme *showers* and *flowers*, and *shade* and *laid*. That is correct, because the arrangement is intentional and the pattern is complete. The unpatterned verse involves similar rhymes but they are apparently unintentional. It is an error to have a repetition of the line-ending rhyme within the line either above or below, except in the couplet—which is a patterned rhyme. To illustrate:

Then doth the sun the candle *light*
Of *brightest* day the darkest *night*.

—Earl of Surrey.

8. Alliteration. Unless it is a bit of light verse where the alliteration is allowed as was the internal patterned rhyme, it is now considered an error to employ this trick of letter-lure for interesting the reader. It is like using a snare to catch fish. The real fisherman considers it unsportsmanlike.

An example of alliteration, or the repetition of one letter sound, which we find in Shakespeare also breaks another modern rule—the one of S:

Sessions of sweet silent thoughts.

Two letters are overused in this one line, the *s* and the *t*. Other instances are:

Affable live-oak, leaning low.—Lanier
As my soul in its trouble dissatisfied sank.—Whitman.

To the low last edge of the long lone land.—Swinburne. (*l* and long *o*.)

9. The repeated vowel sound in the same line should be avoided. In the Swinburne quotation above the *e* occurs five times, with varying sound in all except two. Other examples are:

And the silent isle imbowers. (long *i*)
That clothe the wold and meet the sky.—Tennyson. (long *o*)

And burning with high hope, shall moulder cold and low.—Byron.

To show how much better the varied sound of *o* makes a verse we quote from the same poem by Byron:

"Soft eyes looked love to eyes that spake again,"
and also,

"To chase the glowing hours with flying feet——"

The reader may protest that practically every first-line poet of today, or of yesterday, has broken one or more, perhaps all, the rules here listed, not only once, but many times. Granted. Only the great dare claim the privilege of casting aside the rules, and doing so does not prove them the greater, or more artistic, or poetic. The king could do no wrong; however, the commoner usually was flogged for like transgressions.

One more word of advice from one who has, in the past, been guilty on every count mentioned above: *Do Not Try to Make Your Own Traffic Laws* in poetry. You are driving down a road where editor traffic officers lie in wait to stop you. Remember that our ancestors did not have the "No left turn," "One way drive," and "No parking on this side of the road" rules to restrict them. Poetry traffic laws have come into being and they are mandatory upon those who would sell their work.

HISTORIC SERIALS FOR YOUNG PEOPLE

. . . By G. G. MARTIN

PART III

CONCLUSION

THE principles involved in writing the historic story for young people will perhaps be made clearer through an outline of the serial I have discussed in previous installments, based on the life of John Hus. It is given, chapter by chapter.

THE FLAME OF BOHEMIA

Synopsis by Chapters.

1. Anne, her young brother, and their aged scholar father trudge into Prague, poor and persecuted for their religious beliefs. They are eager to see the beloved elder son, Conrad, who has been away from them for years, but he is not on hand to greet them, and rich relatives receive them coldly. A poor student, Josef, arrives the same night and sleeps in the street.

2. Josef is nearly trampled on in the dawn by Conrad, riding home from a gay feast; they become friends. John Hus is introduced. Conrad meets his brother, sister, and father; but they find him worldly

and ambitious, allowing himself to be given church preferment for money, according to the corrupt practices of the age, though he is not yet 20.

3. Josef's initiation as a freshman—picture of medical student life. He lodges in the garret above Conrad's family, and meets Anne. The papal bull directed against Hus for his reform teachings arrives in Prague.

4. The works of the English reformer Wycliffe are burned in public; Conrad throws one of Josef's books into the flames—Josef is for Hus, but Conrad, brilliant and popular, is for the conservatives. The old scholar, with tears, denounces his son for becoming "a heartless courtier." Students discuss the state of religion.

5. Josef takes Anne to the cathedral where excommunication is pronounced against Hus. Anne feels that her own peace and that of her family is bound up in public affairs.

6. Conrad returns from a trip to Italy, where he had observed the state of affairs. Anne's haughty cousin Margareta hints at *heresy*. Josef is nearly arrested for speaking against the sale of indulgences that are to finance the "crusade" against Naples, but Conrad's quick tongue gets him free, and their friendship, despite differences, is strengthened.

7. A disputation is held at the University on the

subject of the crusade. There are riots in the streets, and Conrad again shows himself on the side of the worldly, self-seeking church element. Josef champions Hus.

8. Prague goes under an interdict. For the sake of the people, Hus goes into exile. Anne and Josef discuss the Church Council to be held at Constance; Hus will attend to defend his views. Conrad leaves to join Pope John's entourage. Josef begs to accompany Hus. The proud relatives warn Anne that because of heresy she and her father must flee. Poor and bewildered, Anne suggests that they go to Constance too, where her father may get work as a copyist.

9. Constance, city of the council. Arrival of Anne and her father. They see Conrad in a procession. Conrad, tormented by the sight of so much greed, worldliness, etc., takes a boat out on the lake alone, to think.

10. Hus arrested. Conrad, caught in a storm on the lake, dedicates himself to God and a new life. Josef learns that instead of being a foundling he has noble parents.

11. Conrad visits Hus in prison. Arrival of the Emperor at Constance. Conrad tells his patron the Pope that he seeks no further benefits.

12. Trial and death of Hus. Josef will marry Anne, and they will all go back to Bohemia to work for the freedom of their beloved country.

A few further points of technique may be noted.

Regarding the story as a whole, I think suspense should be provided not only in the action but in the attitude of characters toward one another—differences in religion, or party, or race, to be kept up until the last possible moment. There is a tendency in writing for the young to depend for drama on adventure and movement; but it should be remembered that the mental and spiritual struggles of girls and boys are very real. Editors, I have observed, like this sort of suspense. This will be easier to accomplish if, when selecting your characters, you deliberately make at least two of them opposites in temperament. In a recent serial, I chose one girl to be an extremely proud, almost haughty young person, and her friend lively and frivolous. Again, one boy is serious and scholarly, the other jolly and hot-headed.

Have your real historic figures—kings, artists, etc.—come in personal contact with your young folk. You may, of course, use them merely as background, but if possible the hero should always do something to merit St. Paul's attention or the heroine should talk with Queen Elizabeth—it makes these personages come alive for the reader.

As a minor but useful point, I would advise that, despite the synopsis provided by the editors to precede successive installments of a serial, it is well to open each chapter with a few references to past affairs.

For example, Chapter Three may conclude: "As Ulric set out on his long journey as a hostage to the court of the Franks, Clotilda bade him good-bye with a heavy heart. When would they see each other again?"

Chapter Four will begin: "Clotilda stood listlessly in the doorway, thinking of her brother Ulric, now a hostage in the faraway court of the Franks. Suddenly she heard," etc.

Read in sequence this way it sounds tautological; but in print, a week has intervened in the publishing. You could write: "Clotilda stood listlessly in the doorway thinking of her brother. Suddenly she heard—" but the new reader would have to pick up through the narrative why she was listless, where the brother was and why—for even if one plows through the fine print of the synopsis, there is usually a good deal left out.

Another point is the treatment of descriptive matter, such as scenery, buildings, etc. This should be worked into the narrative, and it is very little trouble if you make yourself do it. Don't write: "Prague was a quaint and beautiful city, with its many towers and handsome buildings; on the hill overlooking the river stood the castle," etc. Instead: "The towered buildings of Prague were wonderful in the eyes of these weary travellers"; "Anne looked over the river at the castle," and so on. This is another phase of that grand rule that everything—events, background and persons—should be seen through the eyes of your young characters.

●

A few last hints: Humor is usually conspicuous by its absence in the historic tale. Need this be? Boys and girls were just as merry in other times as now, comic characters just as common.

The successful story for the type of market buying young people's serials should have moral value. The Sunday School paper wishes to inculcate high principles; even in a purely secular setting, a conflict of ideals, bravery and honor, sacrifice to principle, and the like, may be brought in.

But with or without any of the above recommendations, a good story is just that—a good story. To be interesting is a gift no teacher can impart, and without real story interest all your technique, fine prose, and correct history are the well-known sounding brass and tinkling cymbal. Given the knack of creating interest, I sincerely believe that an observance of the points I have pointed out will help to sell any reasonably well-conceived serial.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1935

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed: M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around $\frac{1}{2}$ cent; low rates, under $\frac{1}{2}$ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

Action Stories, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000; some woman interest. John F. Byrne. 1c up, Acc.

Adventure, (Popular) 205 E. 42d St., New York. (2-M-15) Distinctive adventure short-stories, novelettes. Howard Bloomfield. $1\frac{1}{2}$ c up, fillers 1c, Acc.

Ainslee's Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000 to 6500; serials 30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

All Story, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7,000, novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)

All Western, (Dell) 149 Madison Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 or 20,000; little or no love interest. Special articles on the West. C.W. Mowre. Good rates, Acc.

American Magazine, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.

American Mercury, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, verse. Paul Palmer. Good rates, Acc.

American Scholar, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3500; brief accounts of scholarly scientific projects; appropriate long and short poems; no fiction. Wm. Allison Shimer. \$5 to \$50, Acc.

Argosy, (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000 to 7000; novelettes 10,000 to 20,000; serials up to 60,000 (instalments of 10,000); prose fillers 100 to 400. Frederick Clayton. Good rates, Acc. (New writers, Pub.)

Asia, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought. Russia included, 1500 to 4000. Oriental fiction. Richard J. Walsh. 2c, Acc.

Astounding Stories, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving fiction, woman interest permitted. Short-stories up to 5500; novelettes 12,000 to 20,000. F. Orlin Tremaine. 1c, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

Ballyhoo, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

Bill Barnes, Air Adventurer, (S. & S.) 79 7th Ave., New York. (M-10) Air short-stories 3000 to 5000; novels arranged for. F. Orlin Tremaine. 1c, Acc.

Black Mask, (Warner) 578 Madison Ave., New York. (M-15) Swift-running, clearly understandable action stories in crime-detective field, likable, he-man heroes; short-stories 4000 to 8000; novelettes 12,000 to 15,000. Joseph T. Shaw. Good rates, Acc.

Blue Book, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience content. Donald Kennicott. 2c up, Acc.

Breezy Stories and Youngs, 55 W. 3rd St., New York. (M-20) Sophisticated love short-stories, 2500 to 6000; novelettes 12,000 to 15,000. Phil Painter. 1c, Acc.

Bull's Eye Western, (Popular) 205 E. 42d St., New York. (M-15) Western short-stories, novelettes. 1c up, Acc.

Canadian Home Journal, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.

Chatelaine, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of Canadian woman interest, love, married-life problems, parental problems, mystery, adventure, 3500 to 5000; short serials. Articles. Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.

Cheerio, 944 Michigan Theatre Bldg., Detroit, Mich. (M) Cheerful, entertaining short-stories, for hospital patients, feature articles, 4000 to 6000, short-shorts 1000 to 1500; poems, cross-word puzzles, cartoons, jokes, anecdotes. Jence F. Thompson. 1c, Acc.

Clues-Detective Stories, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective fiction, woman interest. Short-stories up to 5000; novelettes 12,000 to 15,000. F. Orlin Tremaine. 1c, Acc.

College Humor, (Standard) 22 W. 48th St., New York. (M-25) Humorous articles, short-stories, sketches, miscellany, cartoons. Good rates, Acc.

College Life, (Standard) 22 W. 48th St., New York. (Bi-M-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000 to 5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines. $1\frac{1}{2}$ c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

Collier's, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500 to 5000; editorials; short short-stories. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

Cosmopolitan, (Hearst) 959 8th Ave., New York (M-25) Short-stories 3000 to 10,000; short-shorts 1000 to 2000; short novels 20,000 to 40,000; serials; articles of national import 1000 to 4000. Harry Payne Burton. First-class rates, Acc.

Country Gentleman, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6000; serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

Cowboy Stories, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500 to 5500; novelettes 10,000 to 15,000. F. Orlin Tremaine. 1c, Acc.

D. A. C. News, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles up to 1500 words; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.

Daredevil Aces, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000 to 7500; novelettes 15,000 to 20,000. Edythe Seims. 1c up, Acc.

Daring Detective, (Fawcett) 529 S. 7th., Minneapolis. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. John J. Green. 1c, photos \$3, Acc.

Delineator, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000 to 3500; serials; articles. Oscar Graeve. First-class rates, Acc.

Detective Fiction Weekly, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 2000 to 6000; novelettes 10,000 to 25,000; serials 40,000 to 80,000. Fact stories of murder mysteries 2000 to 8000; fillers 200. Duncan Norton-Taylor. $1\frac{1}{2}$ c, Acc.

Detective Story Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Swift-moving action detective short-stories 2500 to 5000; novelettes 25,000 and 45,000; true crime stories 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

Dime Detective Magazine, (Popular) 205 E. 42d St., New York. (2M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.

Dime Mystery, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, terror, love in novels 17,000; novelettes 10,000; short-stories up to 6000. Rogers Terrill. 1c up, Acc.

Dime Western Magazine, (Popular) 205 E. 42d St., New York. (2M-10) Strongly emotional Western short-stories 2000 to 6000; novelettes 10,000 to 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

Doc Savage Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c, Acc.

Dusty Ayres and His Battle Birds, (Popular) 205 E. 42d St., New York. (M-15) Full-length air novels, on assignment Edythe Seims. 1c up, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Short-stories up to 5000. Joseph T. Fanning. First-class rates, Acc.

Esquire, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500 to 2500; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3 to 10c. Acc.

Famous Detective, (Macfadden) Chanin Bldg., New York. (M) True detective stories, preferably under official by-line. Bert Bowden, 2c. Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse, cartoons. F. W. Beckman. 1c up. Acc.

Film Fun, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2. Acc.

Five Novels, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000 to 20,000, love interest. F. A. McChesney. 1½c. Acc.

Foreign Service, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up. Acc.

Forum, 570 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates. Acc.

Gay Book Magazine, 201 N. Broad St., Philadelphia. (Q-25) Skits; humorous verse; short-stories 1500 to 3500; articles of hilarious nature, smart sex interest; satires. Wm. H. Kofoed. About 1c. Acc.

G-8 and His Battle Aces, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Edythe Seims. 1c. Acc.

Good Housekeeping, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates. Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates. Acc.

Holland's, The Magazine of the South, Main and Second Sts., Dallas, Texas. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 2000 to 6000; serials 30,000 to 60,000; verse. F. P. Holland. 1½c up, photos \$2 up. Acc.

Home Magazine, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 3000 to 5000; short-stories 1000; serials 40,000; human interest articles (query). Dorothy Fleming. Good rates. Acc.

Hokey, (Popular Mags., Inc.) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates. Acc.

Horror Stories, (Popular) 205 E. 42d St., New York. (M-15) Mystery, terror short-stories up to 6000; novelettes 10,000 to 15,000. Rogers Terrill. 1c up. Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Antrim Crawford. 2c up, verse 50c line. Acc.

Inside Detective, (Exposed Pub. Co.) 149 Madison Ave., New York. (M-10) True crime, detective stories, under official by-line, articles 1500 to 6000. West F. Peterson. 1½c, photos \$2.50. Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, Short lyric verse. Loring A. Schuler. First-class rates. Acc.

Lariat Story Magazine, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, melodramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 20,000 to 25,000; some woman interest. John F. Byrne. 1c up. Acc.

Liberty, (Macfadden) Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 32,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates. Acc.

Life, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3. Acc.

Lone Eagle, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 2000 to 6000. Leo Margulies, Ed. Director. 1c. Acc.

Love and Romance, (Macfadden) 1926 Broadway, New York. (M-15) True, first-person, confession type short-stories; serials 25,000 to 40,000. Henry Lieferant. 2c. Acc.

Love Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000; novelettes 6500; 2 to 4-part serials, installments 5000 to 7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates. Acc.

Maclean's, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian, love, romance, sea, mystery, adventure, outdoor interest, up to 5000; serials 30,000 to 65,000. Articles of Canadian interest. H. Napier Moore. 1c up. Acc.

Mademoiselle, 485 Madison Ave., New York. (M-20) Youthful, smart, romantic, witty short-stories 1500 to 5000; light, brisk personality sketches 1500 to 4000; articles on assignment; cartoons. Desmond Hall. 2c. Acc.

Master Detective, (Macfadden) 1926 Broadway, New York. (M-15) True crime stories 4000 to 7000. John Shuttleworth. 2c, photos \$1 to \$5. Acc.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates. Acc.

Modern Romances, (Dell) 149 Madison Ave., New York. (M-10) First-person confession short-stories up to 7500; novelettes up to 13,000; 3 and 4 part serials; short lengths 1100. Helen J. Day. 2c. Acc.

Mystery Magazine, (Tower) 55 5th Ave., New York. (M-10) Mystery short-stories, romantic background, 6000 to 7000; novels 50,000; articles on assignment. Good rates. Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates. Acc.

New Republic, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; exceptional verse. Bruce Bliven, 2c. Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates. Acc.

Nick Carter Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes. John L. Nanovic. 1c. Acc.

Official Detective, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories. Harry Keller. 2c. Acc.

Operator No. 5, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill. 1c. Acc.

Parents' Magazine, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up. Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems. \$1. Pub.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up. Acc. (Overstocked.)

Pete Rice Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000, old-time and modern. John L. Nanovic. 1c. Acc.

Pictorial Review, (Hearst) 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. Herbert R. Mayes. First-class rates. Acc.

Popular Detective, (Thrilling) 22 W. 48th St., New York. (M-15) Detective novelettes, short-stories, 500 to 15,000. 1c. Acc.

Popular Western, (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, novelettes 500 to 15,000. Leo Margulies, 1c. Acc.

Railroad Stories, (Munsey) 280 Broadway, New York. (M-15) Railroad (steam and electric) short-stories, novelettes, first-person true tales, 1500 to 15,000. Query on fact articles. Freeman H. Hubbard. 1½c up. Acc. (New writers, Pub.)

Ranch Romances, (Warner) 578 Madison Ave., New York. (Bi-W-20) Western love short-stories 4000 to 8000; novelettes 10,000 to 15,000; novels 30,000 to 35,000; serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. 1c. Acc.

Rangeland Romances, (Popular) 205 E. 42nd St., New York. (M) Emotional love short-stories, old West, woman's viewpoint. Harry Steeger. 1c up. Acc.

Real Detective, 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000 to 6000. R. W. Mickam. 1½c, photos \$2 to \$3. Acc.

Redbook, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, feature articles, short humor, cartoons. Edwin Balmer. First-class rates. Acc.

Romantic Stories, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000 to 3000. 1 to 1½c. Acc.

Rotarian, The, 35 E. Wacker Drive, Chicago. (M-25) Human-interest articles on business and industry, travel sketches, humor, essays, short-stories of sociological interest 1500 to 2000. Leland D. Case. First-class rates. Acc.

Rural Progress, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories 1200 to 1800; novelettes; jokes, art work, cartoons, cartoon ideas. L. K. Childers. 3c up, jokes \$5. Acc.

Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia (W-5) Articles on timely topics 3000 to 7000; short-stories 5000 to 9000; serials up to 90,000; humorous verse; skits, cartoons. George Horace Lorimer. First-class rates. Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 5000; little verse. Alfred Dashiell. Good rates. Acc.

Secret Service Detective Stories, (Thrilling) 22 W. 48th St., New York. (M-15) Spy short-stories, glamorous international intrigue, woman interest, 1000 to 8000. Leo Margulies. 1c up. Acc.

Serenade, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 5000; short shorts 1000 to 1500; novelettes 10,000 to 12,000; articles on assignment. Ruth Raphael. Good rates. Acc.

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c. Acc.

Short Stories, (Doubleday) Garden City, New York. (2M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000 to 12,000, complete novels, serials 25,000 to 60,000, outdoor fillers 50 to 500. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates. Acc.

Sky Fighters, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories, novelettes 20,000. Leo Margulies, Ed. Director. 1c. Acc.

Smokehouse Monthly, (Popular Mags, Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line. Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates. Acc.

Startling Detective Adventures, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) True detective stories, solved cases, 1000 to 5000; serials 2 to 3 parts, 4000 to 5000 each installment; photos essential. Convict, police cartoons. John J. Green. 1½c up, photos \$3 up, cartoons \$5. Acc. (Advisable to query.)

Star Western Magazine, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000 to 15,000. Rogers Terrill, 1c up, Acc.

Street & Smith's Complete Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, mystery, detective short-stories, novelettes up to 30,000, verse. E. C. Richards. Good rates, Acc.

Sweetheart Stories, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery, and adventure elements, 3500 to 5000. Helen MacVichie. 1 to 1½c, Acc.

Terror Tales, (Popular) 205 E. 42d St., New York. (M-15) Terror short-stories, mystery angle, strong menace plus love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill. 1c up, Acc.

This Week (United Newspapers Mag. Corp.) 230 W. 41st St., New York. (W) Adventure, romantic, mystery short-stories 1500 to 3500; serials 30,000, installments of 3500; short articles on popular science, travel adventure, personalities 1000 to 1800 with photos; animal photos, fillers, jokes, cartoons, cartoon ideas. Mrs. William Brown Meloney. Good rates, Acc.

Thrilling Adventures, (Thrilling) 22 W. 48th St., New York. (M-15) Action short-stories 2000 to 8000; novelettes 10,000; novels up to 20,000. Foreign locales; American heroes; occasional pseudo-scientific; slight woman interest. Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Detective, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories up to 8000; novelettes 10,000; novels 15,000 to 20,000. Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Love Magazine, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling love short-stories up to 6000, novelettes 8,000; novels, 20,000, girl's viewpoint. Dorothy Sands; Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Mystery, (Thrilling) 22 W. 48th St., New York. (M-15) Horror-terror short-stories, detective-mystery angle, woman interest, 2000 to 10,000. Leo Margulies. 1c, Acc.

Thrilling Ranch Stories, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories told from cowboy's angle, 2000 to 7000; novelettes 8000 to 10,000; novels 20,000. Leo Margulies. 1c, Acc.

Thrilling Western, (Thrilling) 22 W. 48th St., New York. (M-15) Action-packed thrilling Western short-stories 1000 to 7000; novelettes 8000 to 10,000; novels 20,000. No love interest. Leo Margulies. 1c up, Acc.

Today, 152 W. 42d St., New York. (W-10) Political, economic articles 2500. Raymond Moley, Ed.; Frank Rising, Mng. Ed. 4 to 5c, Acc. Prefers query.

Top-Notch Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Outdoor adventure short-stories 3000 to 5500; novels and novelettes 12,000 to 25,000; short short-stories up to 2000; occasional fantastic adventure stories. F. Orlin Tremaine. Good rates, Acc.

True Confessions, (Fawcett) 529 S. 7th St., Minneapolis. Minn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) 1½c, Acc.

True Detective Mysteries, (Macfadden) 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000 to 7000; serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c. photos \$2 to \$5, Acc.

True Experiences, (Macfadden) 1926 Broadway, New York. (M-10) True first-person confession short-stories, serials. Good rates, Acc.

True Romances, (Macfadden) 1926 Broadway, New York. (M-10) True, confessional, first-person short-stories 1000 to 8000; true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories; serials 25,000 to 40,000. William Jourdan Rapp. 2c, Acc.

Vanity Fair, (Nast) 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, personalities, politics, drama, sport, etc., up to 2000; short short-stories, unusual photos of living celebrities. F. W. Crowninshield. Good rates, Acc.

Vogue, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; humorous angles on fashion, etc., 1500 to 2000; travel photos. Edna W. Chase. \$50 to \$150 per article. Acc.

Western Romances, (Dell) 149 Madison Ave., New York. (M-15) Romantic Western love short-stories 5000; novelettes 10,000 or 15,000; true features; Western verse. Carson W. Mowre. 1½c up, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, (Popular Mags. Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

Advance, (Young) 55 W. 3d St., New York. (M-15) Short current and historical short-stories, articles, editorials, up to 1000; cartoons. Phil Painter. 1c, Pub.

All America Sports Magazine, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat Fleischer.

All Star Fiction, (Newsstand) 11 W. 42nd St., New York. (M) Fast-action adventure stories 7000 to 10,000. Rates by arrangement, Acc.

Amazing Stories, (Teck) 461 8th Ave., New York. (M-25) also **Amazing Stories Quarterly** (Q-50). Short-stories based on correct science 5000 to 20,000; novelettes 20,000 to 50,000. T. O'Connor Sloane, Ph.D. ½c, Pub. (Overstocked.)

America, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of timely interest, 1500 to 1800; verse. Rev. Wilfrid Parsons, S.J. 1c, Pub.

American Astrology, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Detective, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current or old crimes, strong detective angle, up to 7000; photos. 1½c, Pub.

American Hebrew and Jewish Tribune, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

American Humorist, Emaus, Pa. (M-15) Slapstick, humorous short shorts, essays, dialogues, cartoons. No jokes or poetry. J. I. Rodale. 1c, Pub.

American Review, The, 218 Madison Ave., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

Arcadian Life Commerce, Tex. (M-25) Short folklore material, articles on rural idealism, pastoral plant. O. E. Rayburn. Payment by arrangement; prizes for poems.

Argonaut, The, 544 Market St., San Francisco. (W) Short-stories up to 3500; two-part stories up to 6000, contemporary life, humor, literary quality. W. Sprague Holden. \$10 each (or installment), Pub.

Atlantica, 37 W. 70th St., New York. (M) Articles concerning rise of Italians in America up to 2000. Dr. F. Cassola. ½c, Acc.

Bandwagon, The, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000 to 1500; essays 500 to 1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Hefflin. ½c up, 10 days after Pub.

Beaver, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.

Bedtime Stories, (Detinuer) Wilmington, Del. (M-25) Risque, sexy short-stories 3000 to 4000. ½c, Pub.

Black Book Detective Magazine, (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000 to 8000; novelettes 10,000 to 15,000; novels 20,000 to 25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Acc.

Big-Book Western, (Two-Books) 47 W. 34th St., New York. (M-15) Complete Western novels 15,000 to 75,000; Roy deS. Horn. ¾c, Acc.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Canadian Countryman, 198 Richmond St., W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ½c, Pub.

Canadian Geographical Journal, Victoria Bldg., Ottawa, Canada. (M-35) Illustrated geographical articles 2500 to 3000. Lawrence J. Burpee. ¾c up, Pub.

Canadian Magazine, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.

Chicagoan, The, 407 S. Dearborn St., Chicago. (M-25) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. Indefinite rates. (Overstocked.)

City Life, 2544 N. Kimball Ave., Chicago. (M) Humorous, love, business, mystery short-stories 1200 to 2500; short serials; feature articles, human-interest, success, sports, travel, etc., 1200 to 2000; humor, fashions, health material, etc.; Chicago features; humorous verse. E. C. Bliss. Fair rates, Pub.

Collegiate Digest, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Varying rates, photos \$1 to \$3, Pub.

Column Review, 545 Fifth Ave., New York. Column material, verse, fact items, jokes, engrams, articles on newspapers and columning. Paul Yawitz. Varying rates, Pub.

Common Sense, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; verse up to 100; news items, cartoons, cartoon ideas. A. M. Bingham. No payment.

Complete Western Book, (Newsstand Pubs.) 11 W. 42d St., New York. (M-15) Romantic Western short-stories 5000 to 7500; novelettes 10,000 and 20,000. Ward Marshall. Rates by arrangement, Acc.

Current History, (N. Y. Times Co.) 229 W. 43d St., New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.

Double Action Western, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes, 4000 to 10,000; novels 55,000 to 75,000. Reprints considered. L. H. Silberkleit. ½ to 1c, Acc.

Economic Forum, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Frank A. Vanderlip; Joseph Mead. Indefinite rates, Pub.

Eye-Opener, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes jingles, cartoons, cartoon ideas. Carl Barks. \$1 to \$3, Pub.

Family Circle, The, (Evans Pub. Corp.) 400 Madison Ave., York. (W-free) Not in the market.

Family Herald and Weekly Star, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

Flying Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 3000 to 7000; war-air novelettes 10,000 to 20,000; meaty fact articles, dramatically told, principally of modern aviation, 500 to 2500; modern and war photos; aviation jokes, cartoons, verse. A. A. Wyn. 1 to 2c, photos \$1 up, Pub.

Fortune, 135 E. 42d St., New York. (M-\$1) Articles with industrial tie-up. 75% staff-written but encourages contributions. Original Mss. or source material purchased. 5c up, Pub.

Gang Magazine, (Lincoln Hoffman Pubs.) 220 W. 42d St., New York. (M-15) Gangster stories 2000 to 8000, no prohibition-day stories. Jack Phillips. Rates by arrangement.

Gay Parisienne, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2500 to 3500. ½c, Pub.

Gentlewoman, 154 W. 14th St., New York. (M-5) Love and action short-stories: small-town home-woman appeal, 3000 to 5000. Marion White. ½c, Pub.

Golden Book, 233 4th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mary Elting. 1c, Pub.

Greater Western Magazine, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$1 to \$2, Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Carmel Snow. Indefinite rates, Acc.

High-Seas Adventures, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Sea short-stories 4000 to 7000; novels up to 70,000; fast-moving, action on the seas, some romance. Feature articles, true stories of famous ships or heroes, up to 7000. M. H. Jacobson. Fair rates, Acc.

Home Desirable, The, 221 N. La Salle St. Chicago. (M-free) Articles on home modernization, especially through plumbing and heating; short-short mystery stories; home serials, sport short-stories 1000. W. L. Benson. Good rates, Pub. (Overstocked.)

Home Friend Magazine, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives; verse; romantic, unsophisticated short-stories up to 3500. E. A. Weishaar. ¼ to 1c, verse 10c line up, soon after Acc.

Independent Woman, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200 to 2000; controversial articles on business and professional women's problems, business advancement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Pub.

Jewish Forum, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 600 to 3000; short poems. Isaac Rosengarten. \$3 per M. poems \$1 up, Pub. (Slow.)

Judge, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon ideas \$3 to \$15, Pub.

Kaleidograph, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.

La Pairee Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2000 to 3500; two-part stories 5000 to 6000. ½c, Pub.

Literary Digest, The, 354 4th Ave., New York. (W-10) Articles on national and foreign affairs. Arthur S. Draper. Varying rates, Pub.

Leisure, 683 Atlantic Ave., Boston. (M-15) Articles on crafts, sports, hobbies, leisure pursuits, 800 to 1500. 1½c, Pub.

Living Age, The, 253 Broadway, New York. (M-50) Translations and reprints only. Varian Fry.

Love Fiction Monthly, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.

Love Novels, (H. K. Fly) 30 Irving Pl., New York. (Bi-M-25) Romantic love short-stories, novels. H. K. Fly. Rates not at hand.

Masked Rider Western, The (Ranger), 220 W. 42nd St., New York. (M) Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement, Acc.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

Menorah Journal, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Modern Psychologist, The (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.

Modern Thinker, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

Movie Humor, 1450 Broadway, New York. (M-20) Cartoons with one-line gags; humorous cartoons dealing with current movie stars. M. R. Reese; W. W. Scott. \$4 to \$5, Pub.

Mystery Novels, (Winford) 165 Franklin St., New York. (M) Short-stories, book-length novels, mystery and weird elements, new and reprint. Short-stories. ½ to 1c, Acc.

National Home Monthly, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love short-stories, 3500 to 7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Pub.

Nation, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchway, Joseph Wood Krutch, Raymond Gram Swing, Charles Angoff. 1c, Pub.

New Detective Magazine, (Two-Books) 47 W. 34th St., New York. (Bi-M-15) Detective, murder-mystery novels, master criminal opposed to likable hero, 15,000 to 30,000; some girl interest. Roy deS. Horn. ¾c up, Acc.

New Masses, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxist standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

New Mexico Magazine, Santa Fe, N. M. (M-15) Illustrated articles on life or scenic attractions of New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.

New Mystery Adventures, (Pierre Pubs.) Rm. 806, 120 W. 42nd St., New York. (M-20) Adventure, weird, occult, detective, foreign-legion, mystery short-stories, sophisticated sex angle; novels. Stanley Hubbard; A. R. Roberts. 1/3 to 1 1/3c, Pub.

New Outlook, 515 Madison Ave., New York. (M-25) Timely articles 3000, largely on assignment. Francis Walton, Mng. Ed. Rates not announced.

New Western Magazine, (Two-Books) 47 W. 34th St., New York. (Bi-M-15) Western novels, 10,000 to 75,000—preferably around 20,000. Realistic cattle-country conflict, some girl interest, American cast. Roy deS. Horn. ¾c up, Acc.

North American Review, 587 5th Ave., New York. (Q-\$1) Fiction, articles, verse, novels, American subjects (Mexico to Alaska). John H. Pell. About 2c, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; true occult and psychic experiences; metaphysics, astrology, numerology, palmistry, graphology, etc., up to 1000. Effa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

Opinion, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to ½c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800; verse up to 24 lines. Guy Richardson. ½c up, poems \$1 up, Acc.

Overland Monthly and Outwest Magazine, 305 Douglas Bldg., Los Angeles. (M-25) Articles, Western interest short-stories; verse. Arthur H. Chamberlain. Indefinite rates.

Paris Nights, (Red Top Pubs.) 11 W. 42d St., New York. (M-25) Spicy short-stories, Paris background, up to 3000; verse, jokes, cartoons. Pierre Dumont. ½c, Pub.

Pep Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500; serials 6000 to 10,000. ½c, Pub.

Phantom Detective, The, (Standard Mags.) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 4000 to 6000. Leo Margulies, Ed. Director. ¾c up, Acc.

Pirate Stories, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Pirate short-stories 4000 to 6000; old-time "blood and thunder"; novels up to 70,000; some romance. Feature articles, famous pirates, pirate true stories, up to 7000. M. H. Jacobson. Fair rates, Acc.

Plain Talk, 1003 K. St., N. W., Washington, D. C. (M-25) Suppressed news stories only. Morris A. Bealle. No payment.

Poetry, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse. Harriet Monroe. \$6 page (28 lines), Pub.

Poetry Digest, 516 5th Ave., New York. (M-25) Distinctive poetry; short-stories, articles, essays. Alan F. Pater. Poetry 10c line, Pub.

Prison Life, (Tewhlee Pubs.) 120 W. 42nd St., New York. (M-25) Short-stories (preferably fact) by convicts and ex-convicts; general fiction of prison background; art work; photos. 1/3 to 1 1/3c to convicts, varying rates for general material, Pub.

Psychology, 1450 Broadway, New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

Real America, 666 Lake Shore Drive, Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption. Human-interest stories, inside stories on public affairs. Verse. Edwin Baird. 1c, extra for photos, Pub. or Acc. Humorous miscellany 50c to \$1.

Real Western, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes. ½ to 1c, Acc.

Review of Reviews, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

Saga, 240 Madison Ave., New York. (M) Dramatized fact adventure stories up to 1350. Lowell Thomas. 1c. Pub.

Saturday Night, 73 Richmond St. W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 2/3 to 1c, photos \$2 to \$3. Pub.

Scarlet Adventures, (Ass. Authors) 25 W. 45th St., New York. (M) Short-stories of women's adventures in pitting their wiles and wits against the world, 2000 to 5000. J. Bruce Donahoo. Rates by arrangement.

Secret Agent "X", (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Pub.

Sentinel, The, 511 S. Sangamon St., Chicago. (W) Short-stories, Jewish theme, 1200 to 1500. Louis S. Berlin. \$6 a story, Acc.

Sexology, 99 Hudson St., New York. (M-25) Scientific articles on sex hygiene, education, etc. David M. Keller, M.D. Indefinite rates.

Sex Psychology, 154 Nassau St., New York. (M-25) Articles on sex psychology 950 to 1350; fillers, news items 100 to 250; cartoons. Chas. Clarke. ½c up, Pub.

Silhouettes, 303 Rosewood, Ontario, Calif. (Q-35) Good poems. James Neill North. \$1 each, Acc.

Sky Birds, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000; war-air novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Smoke, Box I-1273, Providence, R. I. (Q) Good poetry. David Cornel DeJong. Small payment, Pub.

Snappy (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, risque stories 2000 to 3500. ½c, Pub.

Spicy Adventure Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

Spicy Detective Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 6000, strong sex elements. Lawrence Cadman. ½ to 1c, Acc.

Spicy Mysteries, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

Spicy Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500, serials 6000 to 10,000; light, gay, humorous verse. ½c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Rates not stated.

Spy Novels Magazine, (Magazine Pubs.) 67 W. 44th St., New York. (Bi-M-15) Modern espionage, spy short-stories 4000 to 8000, novelettes 10,000 to 20,000; true spy stories 1000 to 10,000; fillers 500 to 1000. A. A. Wyn. 1c up, Pub.

Spy Stories, (Magazine Pubs.) 67 W. 44th St., New York. (Bi-M-15) Modern espionage short-stories 4000 to 8000; novelettes 10,000 to 20,000; true war or modern spy stories 1000 to 10,000; fillers 500 to 1000. A. A. Wyn. 1c up, Pub.

Star Detective, (Newsstand) 11 W. 42nd St., New York. (M) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

Story, 20 E. 57th St., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

Tattle Tales, (Detinuer) Wilmington, Del. (M-25) Risque short-stories 3000 to 4000. ½c, Pub.

Ten Detective Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

Today's Astrology, (Magna Pubs.) Mt. Morris, Ill. (M) Astrological articles, scientific astronomy-astrology material. Irvin Ray. 1c, Pub.

Toronto Star Weekly, 80 King St. W., Toronto, Canada. (W) Feature articles, Canadian and general appeal up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnston. ½c up, Acc.

Travel, (McBride) 4 W. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

True Gang Life, (Ass. Authors) 25 W. 45th St., New York. (M) Gangster, crime short-stories, novelettes, 2000 to 5000. Rates by arrangement, Pub.

Underworld, (Carwood) 551 5th Ave., New York. (Bi-M-15) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000. J. Thomas Wood. Payment problematical.

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), verse 50c line, Pub.

Waldorf-Astoria Magazine, 40 E. 34th St., New York. (M) Diverting short-stories 1500 to 2000; articles, essays, 900 to 1000; verse; drawings, cartoons. Letitia Chaffee. 1½c up, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 60,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

West, (Doubleday) Garden City, N. Y. (M-15) Western short-stories 2000 to 6000; novelettes 10-12,000; novels 30,000, romantic interest subordinate; verse up to 32 lines. Harry E. Maule. ½c up, Acc.

Western Aces, (Magazine Pubs.) 67 W. 44th St., New York. (M) Outlaw Western short-stories up to 6000, novelettes. No first-person stories. A. A. Wyn. 1c up, Pub.

Western Fiction Monthly, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 3000 to 7000, romantic elements. Martin Goodman. Rates by arrangement, Acc.

Western Novel and Short Stories, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 5000 to 7500; novelettes 10,000 and 20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

Western Poetry, Highland Park Sta., Box 84, Los Angeles. (Q-50) Poetry 2 to 10 lines. Frances Ayres. Small payment for professional work, Pub.

Western Trails, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000 to 20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000 to 4000; novelettes 15,000 to 25,000. Frederick Gardner. ½c, Pub.

Woman Today, The, (Zoty) 551 5th Ave., New York. (M-25) Short-stories 3000 to 6000; serials, modern situations with emotional appeal; articles, modern subjects appealing to women, 2500 to 4000. Julia Shawell. Varying rates, Acc.

Wonder Stories, (Gernsback) 99 Hudson St., New York. (M-25) Plausible adventure short-stories, novelettes, serials, 1000 to 100,000, based on new scientific theories and developments of the future. H. Gernsback. ½c, Pub.

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000 to 6000. Wilbur Cross. Good rates, Pub.

Your Astrology Magazine, (Zodiac Pubs.) 154 Nassau St., New York. (M-25-) Articles on astrology. Marion Meyer Drew. No payment.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

Dairy Goat Journal, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ½c to 1c up., Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Arthur H. Jenkins. 1c up, Acc.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ½ to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates. Pub. Cover photos, \$5 to \$10.

Ontario Farmer, The, 73 Richmond St. W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

Poultry Item, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishment, equipment, experiences, etc., 500 to 2000. Good rates, Acc.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Southern Dairy Products Journal, 573 W. Peachtree St., N. E., Atlanta. (M) Features on dairy management in Southern states. R. J. Puckett. ½c, Pub.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

ART, PHOTOGRAPHY

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1½ to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc. (Out of market.)

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A.A.A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Unusual, illustrated touring or travel articles, motor, plane, or water, up to 1500. F. Kay Buschman. 1c, Pub.

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. ½c up, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000 to 1500, historical articles appealing to motorists; verse. F. Kay Buschman. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Highway Magazine, Armco Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1. Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of interest to practical boat owners, stories of actual cruises, etc. Gerald T. White; E. S. Nelson, Associate. ½ to 3c, Pub.

National Waterways Magazine, Westinghouse Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics articles, war experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. ½ to 1c, Pub. photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

U. S. Air Services, 727 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Western Construction News, 114 Sansome St., San Francisco, (M) articles by civil engineers on Western subjects. J. I. Ballard. Varying rates.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Fritchard. 25c inch. Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Special monthly section devoted to industrial marketing and advertising. S. R. Bernstein. 1c, Pub.

American Business, 4660 Ravenswood Ave., Chicago. (M-15) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. \$35 for 2000 words, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Cyril A. Player. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Business Week, 330 W. 42nd St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Executive Purchaser, The, (Rogreen Pubs.) 623 E. St. Clair Ave., Cleveland. (M-25) Articles dealing with purchasing, purchasing practices and selected industrial topics 1000 to 3500. Lee Merkel. ½c up, Acc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

How to Sell, Mt. Morris, Ill. (M-10) The National Magazine of Direct Selling. Articles on direct selling 400 to 1500. R. C. Remington. ½c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati. O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. ½ to 1c, photos \$1, Pub.

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Interviews with big business men, sales angle; with successful salesmen, sales managers and distributors, photos; articles on selling. Ray O. Wikler. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½c, Pub.

Specialty Salesman, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-15) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; editorials on direct selling 800; short fact items, news items pertinent to field 100 to 1000. Richard Milton. ½c, Acc.

System and Business Management, 330 W. 42d St., New York. (M-35) Articles about business, profit-making ideas. Norman C. Firth. 1 to 2c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vanderbrook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Douglas G. McPhee. 1c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

Arts and Decoration, (Hanrahan) 50 E. 42d St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment. Decorating and furnishing merchandise news. Grace Alexander Young. 1 to 2c, Acc.

Better Homes & Gardens, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories of allied interest. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes & Gardens, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

Country Life, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000 to 1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

Gardens & Modern Homes, Builders Exch. Bldg., Cleveland, O. (M-10) Illustrated articles on homes, furnishings, gardens, 1000 to 2000; short-stories; occasional verse; photos of homes, interiors, gardens. Ralph G. Hesa. ½ to 1c, Pub.

House and Garden, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

House Beautiful combined with Home & Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Arthur H. Samuels. 2½c, Acc.

Sunset, 576 Sacramento St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1000 to 1500. Buys only from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administrative articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. ½ to ¾c, Pub.

Grade Teacher, The, (Educ. Pub. Co.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. ½c, news ¾c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Journal of Education, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. ¾c, Pub.

School Activities, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans, novelty entertainment material, up to 2000. H. C. McKown. ¾c, Pub.

School Management, 9 E. 40th St., New York. (10 yearly-15) 200-word departmental items. \$1 each, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub. (Unsatisfactory.)

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1½c, Acc.

Hygeia, The Health Magazine, 535 No. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

Journal of the Outdoor Life, 50 W. 50th St., New York. (M-15) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs, Ph.D. Low rates, Acc.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Pub.

Physical Culture, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

MUSICAL

- Choir Herald**, (Lorenz Pub. Co.) 3d and Madison Sts., Dayton, O. (M-15) Articles of interest to singers, choirs, music organizations 200 to 1800; sacred lyrics; librettos for seasonal cantatas; services, recitations, exercises, hymns; texts for religious music. Prof. Herman von Berg. ½c, \$2 per lyric, Acc.
- Diapason**, 306 Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music; recital programs, reviews, 100 to 1000. S. E. Gruenstein. \$2 to \$4 column, Pub.
- Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogues 150 to 2000; art work, cartoons. James Francis Cooke. \$4 column (600 words) Pub.
- Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. 25c line, Pub.
- Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. 1c, Pub.
- Musical America**, 113 W. 57th St., New York. (M and 2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates, Pub.
- Musical Courier**, 113 W. 57th St., New York. (M-15) Informational articles of interest to musicians 200 to 1000. Leonard Lieblich. 1c, 60 days after Pub.
- Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians. David H. Light. 1c, Pub.
- Musical Quarterly**, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.
- Musichm**, The, 853 7th Ave., New York. (M-25) Not in the market. Paul Kempf.
- Tempo**, 152 W. 42d St., New York. (M) Short human-interest articles on music and musicians. Miss Isabel Lowden. 1c, Pub.

RELIGIOUS

- Adult Bible Class Monthly**, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible-class activities 100. Lucius H. Bugbee. ½ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc. (Overstocked.)
- Advance**, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Indefinite rates, Pub. (Overstocked.)
- Ave Maria**, The, Notre Dame, Ind. (W-10) Short-stories 2800 to 3000; serials 15 to 20 3000-word chapters; articles on Catholic topics 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.
- Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. ½c, Acc.
- Christian Advocate**, The, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. James R. Joy. ½c, Pub.
- Christian Endeavor World**, 419 4th Ave., New York. (Q-20) Christian Endeavor news. No contributed matter.
- Christian Herald**, 419 4th Ave., New York. (M-20) Interdenominational religious, sociological articles; short-stories 1000 to 6000. Varying rates, Pub. (No unsolicited material.)
- Church Business**, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. About 1c, jokes \$1, Pub.
- Cradle Roll Home**, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. ½c, Acc.
- Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Latterday Saints. Moral short-stories 4000; serials 30,000; domestic, religious, educational articles 4000; essays 2500. H. R. Merrill; Elsie Talmage Brandley. ½c, verse 12½ line, Pub.
- Living Church**, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.
- Lookout**, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ½c, photos \$1 to \$5, one month after Acc.
- Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.
- Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.
- New Outlook**, The, United Church of Canada, 299 Queen St. W. Toronto Canada. (W-10) Articles on religious and international problems travel, art, etc., short-stories, 1000 to 1200; verse; children's material. W. B. Creighton. ½c, Acc.
- Progress**, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)
- Queen's Work**, The, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos. Rev. Daniel A. Lord, S.J. ½c, Acc.
- Sign**, The, Union City, N. J. (M-20) Catholic articles, short-stories up to 3200; verse. Rev. Theophane Maguire, C.F., Indefinite rates, Acc.
- Standard Bible Teacher**, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ½c, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence. About 1/3c, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

- Electricity on the Farm**, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)
- Everyday Science & Mechanics**, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. ½c up, photos \$2 up, Pub. (Slow.)
- Home Craftsman**, The, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1c to 2c, photos \$2 up, Pub.
- Illustrated Mechanics**, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homcraft magazine featuring "how-to-make-it" articles 500 to 1500. E. A. Weishaar. ½ to 1c, photos or drawings \$1 to \$3, soon after Acc.
- Modern Mechanix and Inventions**, 529 S. 7th St., Minneapolis, Minn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans. William Kostka. Good rates, photos \$3 up, Acc.
- Mechanics and Handicraft**, (Standard) 22 W. 48th St., New York. (Q-15) Popular scientific miscellany. Good rates, acc.
- Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles. Rates not stated.
- Model Craftsman**, The, McGraw Hill Bldg., New York. (M-25) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)
- Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)
- Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.
- Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.
- Scientific American**, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Indefinite rates, Acc.
- Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500 to 3000; timely items. D. J. Foard. No payment.
- Scientific Progress**, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.
- Short Wave Radio**, 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000 to 3000. Robert Herzberg. 1c, Pub.
- Tower Radio**, (Tower) 55 5th Ave., New York. (M) Radio fan material. Frederick James Smith. Good rates, Acc.

SPORTING, OUTDOOR, HUNTING, FISHING

- Alaska Sportsman**, The, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000 to 5000; outdoor fact articles; Alaska sport cartoons, photos. T. K. Smith. ½c, Pub.
- American Golfer**, The, (Nast) Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Indefinite rates.
- American Rifleman**, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)
- American Trapper**, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. ½c, Acc. or Pub.
- Baseball Magazine**, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. ½c, Pub.
- Field and Stream**, (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray F. Holland. 1c up, Acc.
- Fur-Fish-Game**, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000 to 5000. A. V. Harding. ¼ to ½c, Acc.
- Golf Illustrated**, 425 5th Ave., New York. (M-50) Golf articles, instructions on how to play, up to 1500. A. W. Tillinghast. \$10 to \$25 per article, Pub.
- Hunter-Trapper**, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Indefinite rates, Acc. (Overstocked.)
- National Bowlers Journal and Recreation Age**, 360 N. Michigan Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey. J. M. Luby. Indefinite rates, Pub.
- National Sportsman**, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.
- Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond T. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

Pacific Sportsman, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. John C. Piver. No payment.

Scholastic Coach, The, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000; photos and drawings. Jack Lippert. 1c, Pub.

Sports Afield and Trails of the Northwoods, 900 Phoenix Bldg., Minneapolis. (M-10) Stories of actual fishing, hunting trips, good photos, 1500 to 2000. P. K. Whipple. 1 to 2c, Pub.

Sportsman, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500 to 2500. Prefers query. Richard Ely Danielson. Indefinite rates, photos \$3, Pub.

Squash-Badminton, 500 5th Ave., New York. (M-50) Articles on squash, badminton; local activities; photos. Robert C. Hynson. 3/4c, Pub.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running, horse racing, 1500 to 5000, racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. 3/4c, Pub. or Acc.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 3/4c, Pub.

Hollywood Magazine (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Ted Magee. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500 to 2000; fillers, news items. Mary Burgum. Good rates, Acc.

Motion Picture Magazine (Fawcett) 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Patricia Reilly. Good rates, Acc.

Movie Classic, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. James E. Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; E. V. Heyn, N. V. editor. Good rates, Acc.

New Movie Magazine, (Tower) 55 5th Ave., New York. (M-10) Motion-picture articles 1500 to 2000; fillers; no fiction. Frank J. McNelis. Varying rates, Acc.

Photoplay, (Macfadden) 1926 Broadway, New York. (M-25) Motion picture articles; no fiction. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200 to 1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radioland, (Fawcett) 1501 Broadway, New York. (M-10) Feature articles on radio subjects and personalities. Donald G. Cooley. Good rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Curtis Mitchell. Good rates, Acc.

Romances of Hollywood "Movies", (Alavania Pubs.) 1450 Broadway, New York. (M-20) Movie fan stories and interviews. M. R. Reese. Fair rates, Pub. (Slow.)

Screen Book, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett, Ed.; Murphy McHenry, Executive Ed. Liberal rates, Acc.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbroke Rd. London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

American Artisan, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder, \$3.50 to \$10 page.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. 3/4c and up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Druggist, 572 Madison Ave., New York. (M) Highest type drug merchandising articles 200 to 1000; photos, cartoons, cartoon ideas. Howard Stephenson. High rates, Acc.

American Hairdresser, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.

American Hatter, Haberdasher and Clothier, 1225 Broadway, New York. (M-25) Trade miscellany. R. C. Boehm. 3/4 to 1c, photos \$2, Pub.

American Ink Maker, 524 W. 31st St., New York. (M) News of manufacturers and distributors of printers' inks. Low rate, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Miller, 330 S. Wells St., Chicago. (M) News and features of the milling industry; photos. Newton C. Evans. 3/4c, Pub.

American Painter & Decorator, 3713 Washington Blvd., St. Louis. (M-10) Fact stories on successful painters and decorators 200 to 800. George Boardman Perry. Up to 1c, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Paper Merchant, 1911 Conway Bldg., Chicago. (M-) News and features regarding paper merchants. Frank C. Petrin, Mng. Ed. 3/4c up, Acc.

American Perfumer & Essential Oil Review, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives. L. B. Siegfried. 1c up, Pub.

American Restaurant Magazine, 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Siekman.

American Silk & Rayon Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per 1000, Pub.

Amusement Park Management, 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

Art of Mosaics & Terazzo, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

Autobody Trimmer and Painter, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. 3/4c, Pub.

Automatic World, 120 St. Louis Ave., Ft. Worth, Tex. (M) Temporarily out of market.

Automobile Digest, 22 E. 12th St., Cincinnati. (M) Methods and management articles of interest to independent service garage men. Ray Kuns. Indefinite rates, Acc.

Automobile Trade Journal, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile or equipment dealers, wholesalers. Leon F. Banigan. 1c up, Pub.

Automotive Daily News, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.

Automotive Electricity, 480 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200 with art. L. E. Murray. 3/4c up, Pub.

Automotive Merchandising, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops up to 1000. Photos. Stanley P. McMinn. 1c, Pub.

Automotive Service News, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc., Overstocked. File name for possible assignments. C. Hayley. 1c, Pub.

Bakers' Helper, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers Weekly, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.

Bakers Review, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)

Beach and Pool, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

Beautician Magazine, 11 Park Pl., New York. (M-20) Articles of interest to beauty shop owners and operators. 1c, Pub.

Black Diamond, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. 3/4c up, Pub.

Boot & Shoe Recorder, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Boys' Outfitter, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

Brewer and Dispenser, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

Brewers' Journal, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich, Pub.

Brewery Age, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppl, Mng. Ed. 1c up, Pub.

Building Modernization, 9 E. 40th St., New York. (M) Illustrated, factual articles on modernization of homes, hotels, factories, public buildings. 1c, Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M-25) Not in market for contributions unless unusually unique merchandising of building materials. Hugh K. Taylor. 3/4c, Pub.

Bus Transportation, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos, C. W. Stocks. 3/4c, Acc. News items, first 100 words 2c, bal. each item 3/4c, Pub.

- Casket & Sunnyside**, 487 Broadway, New York. (M-50) Interviews with morticians on mortuary management. Seabury Quinn. ½c. Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c. Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lebar. About 1½c. Pub.
- Chain Store Management**, 18 E. 41st St., New York. (M-20) Chain-store miscellany. Glenn C. Compton. (Out of market.)
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About ½c. Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of large truck fleet operators, particularly methods for effecting economies, 1500. George T. Hook. Variable rates, Pub.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500 to 1500. H. K. Ferguson. \$10 page, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000, on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. 1c, photos \$1 to \$3, Acc.
- Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ½c. Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. ½c. Pub.
- Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York (M) Illustrated articles on china and glass sales promotion stunts by retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. ½c. Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2-M-15) Limited market for illustrated features on distribution and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.
- Decorative Furnisher**, The, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)
- Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional features 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. A. L. Hancock. ½ to 1½c, photos, 50c and \$1, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation, 2,000, photos. Lacy H. Morrison. 1c, Pub.
- Diesel Transportation**, supplement to *Diesel Power, 192 Lexington Ave., New York. Illustrated articles on use of diesel engines in locomotives, rail cars, tractors, etc. Lacy H. Morrison. 1c, Pub.*
- Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. ½c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c, Pub.
- Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McClary. 1c, photos \$3, Pub.
- Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Doris Burrell. ½c. Pub. (Not in market.)
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. G. K. Hanchett. Indefinite rates, Pub.
- Drycleaning Progress**, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. ½c. Pub. (Not buying.)
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub. Numerous unsatisfactory experiences reported, such as excessive cutting, lost manuscripts, delayed payments, etc.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates. See comment on *Drug Topics*.
- Drug World**, 572 Madison Ave., New York. (E.O.W.) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Regular correspondents. Stewart Schackne. 1c, Acc.
- Dry Goods Economist**, 239 W. 39th St., New York. (M-15) Articles of specific interest to department store field, up to 1000. C. K. MacDermut, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.
- Dry Goods Merchants Trade Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shortcuts," on merchandising electrical appliances. Stanley A. Dennis. 1c, Pub.
- Electrical South**, Grant Bldg., Atlanta, Ga. (M) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. Fair rates, Pub.
- Electrical West**, 883 Mission St., San Francisco. (M-25) Limited market for articles on electrical merchandising, and installations, in 11 Western states. Wm. Cyr, Assoc. Ed. ½ to 1c, Pub.
- Electrical Wholesaling**, 330 W. 42d St., New York. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Electric Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising formulae for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George E. Taubeneck. 1c, Pub. (Buying little.)
- Elks Clubs**, 50 E. 42nd St., New York. (M) Articles, department items, dealing with problems of club management and maintenance; "how" articles, not theoretical ideas; photos. G. H. Woolley. Rates not at hand.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Feed Bag**, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. ½c, Acc.
- Film Daily**, 1650 Broadway, New York. (D) News of the industry. J. W. Alicote. Space rates.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Wholesale fish publication. Carroll E. Pellissier. 1c, Pub.
- Florists Exchange**, 448 W. 37th St., New York. (W) News and features of florist trade. Regular correspondents. E. L. D. Seymour. ½c, Pub.
- Florists Review**, 508 S. Dearborn St., Chicago. (W) News furnished by regular correspondents. A. C. Morgan. Fair rates, Pub.
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Rennick. 1c. Dept. items, 10c line, Pub. Basic editorial policy relating to contributors disapproved by The Author & Journalist.
- Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration. Ford super-service station operation. H. James Larkin. 1c, Acc.
- F.T.D. News**, 484 E. Grand Blvd., Detroit. (M) News from regular correspondents. M. Bloy. Fair rates, Pub.
- Furniture Age**, 2225 Herndon St., Chicago. (Bi-M-\$1) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radio, toys; featuring outstanding advertising displays, new stores, model houses, promotional methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.
- Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)
- Furniture Manufacturer**, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. John N. Nind, Jr. 6/10c, photos \$1 up, Pub.
- Furniture Record and Journal**, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, display of furniture, bedding, radios, electrical appliances, housewares, floor coverings, and drapery departments of furniture stores, 200 to 600. John N. Nind, Jr. 6/10c, photos 50c to \$2.50, Pub.
- Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.
- Geyer's Stationer**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.
- Gift and Art Buyer**, 260 5th Ave., New York. (M) Brief interviews on stationery, greeting card, allied fields, promotion methods, advertising, etc. Thos. V. Murphy. \$5 each, Pub.
- Gloves**, Gloversville, N. Y. (M) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.
- Hardware Age**, 239 W. 39th St., New York. (2M) Illustrated promotional features on retail hardware trade. Charles J. Heale. 1c, Pub.
- Hardware Retailer**, E. Washington Bldg., Indianapolis. (M) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories. Henry Ashmun. ½c to 1c, Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

- Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance of heating, piping and air-conditioning systems in individual plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates. Pub.
- Hide and Leather**, 20 Vesey St., New York (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. L. G. Peede. 1/2 to 1c, Pub.
- Home Ware**, 1346 Chestnut St., Philadelphia. (M) Articles on rug, drapery, paint and wall paper, housewares departments in department stores, up to 800, ghost-written preferred. K. C. Clapp. Signed articles, varying rates; unsigned, about 1c; photos \$1 to \$3, Acc. and Pub.
- Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. J. O. Dahl. 1 1/2 to 5c, Acc.
- Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.
- Hotel World-Review**, 222 E. 42d St., New York (W-5) Query editor on hotel news and features. A. M. Adams. 1/2 to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares and electrical appliance departments 700 to 900. Julien Elfenbein. 1/4c, \$1 for photos, Pub.
- Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 1/2c up, photos 50c to \$1, Pub. (Buying little; query first.)
- Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Implement Record**, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. Wm. M. Morse. 8c, Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 1/2 to 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 1/4c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. 1/4c, Pub.
- Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. John E. Puckett. About 1/4c, Pub.
- Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. C. C. Robinson. 1/2 to 1c, Acc.
- International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.
- Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lehar. 1 1/2 to 2c, Pub.
- Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.
- Laundryman's Guide**, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. 1/2 to 1c, photos 50c to \$1, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos, Julien Elfenbein. 1/4c, photos \$1 to \$3, Pub.
- Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-40) Illustrated merchandising articles 1200 for wine and liquor retailers, hotels and restaurants. Hartley W. Bartley. 1c, Pub.
- Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.
- Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/4c, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues yearly-20) Feature articles of modern lighting installation with a merchandising appreciation, 1000. J. L. Tugman. 1c, Acc.
- Manufacturing Jeweler**, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. 1/4c, Pub.
- Mass Transportation**, 431 S. Dearborn St., Chicago. (M) News and features of street railway and bus transportation. R. S. Torgerson. 1/4c, Pub. (Slow.)
- Meat Merchandising**, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. J. D. Horner. 1c, Pub.
- Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.
- Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. A. B. Greenleaf. 1/4c, Pub.
- Mill & Factory**, 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1935. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1 to 5c, usually Acc.
- Millinery Trade Review**, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. 1/2 to 1c, photos \$2, Pub.
- Modern Brewery**, 205 E. 42d St., New York. (M-40) Special articles on engineering, management and merchandising for brewers 1200; special assignments for interviews. Hartley W. Barclay. 1c up, usually Acc.
- Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.
- Modern Plastics**, 425 4th Ave., New York. (M) Articles on plastic materials, lacquers, artificial leather, etc. Indefinite rates, Pub.
- Modern Roofing**, 404 4th Ave., New York. (M) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCauley. 1c, photos \$1, Pub.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.
- Mortuary Management**, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. 1/2 to 1c, Pub. (Not buying.)
- Motion Picture Herald**, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising and management of interest to new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Freight**, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.
- Motor Ship**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the trade. W. J. Dougherty. 1c, Pub.
- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 1250; news items 50 to 100. 1/2 to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About 2/3c, Pub.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 1/4c, Pub.
- National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley. 1/2 to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants and retail meat stores. Paul I. Aldrich. 1/4c up, Pub.
- New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.
- Night Club & Ballroom Management**, 333 N. Michigan Ave., Suite 501, Chicago. (M) Profit-making ideas on operation of night clubs and ballrooms. C. W. Austin. Indefinite rates, Pub.
- Northwestern Confectioner**, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Interviews with prominent head millers and mill superintendents, with pictures, up to 1500; short sketches about second and third generations of millers; merchandising articles about or of interest to flour jobbers. Carroll K. Michener, Mng. Ed. 1/4c, Pub.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/4c, Pub.
- Office Appliances**, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.
- Oil Heat**, 167 Madison Ave., New York. (M) Features and news on construction, operation, merchandising of oil burners. A. E. Coburn, Assoc. Ed. 30c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Outfitter of Eating and Drinking Places**, The, 1900 Prairie Ave., Chicago. (M) Illustrated features on merchandising fixtures and equipment to hotels, taverns, clubs, etc. Lewis W. Britton. 1c up, Pub.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railway, motor trucking, warehouse companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ¼ to 1c, photos 50c to \$1, Pub.

Paper Converters & Envelope Industry, 1911-1913 Conway Bldg., Chicago. (M) Articles covering production problems, sales development, merchandising plans, sale policies of manufacturers of paper converted products—envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Frank C. Petrine. ¼ to 1c, Pub.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M-25) Merchandising of petroleum products and auto accessories by independent jobbers; details of successful oil jobbing concerns. O. F. List. ¼c, photos 50c, Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About ¼c, Pub.

Playthings, 381 4th Ave., New York. (M) Limited market for toy merchandising features. J. M. Cloud. ¼c, Pub.

Plumbing and Heating Trade Journal, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods, views of successful contractors on timely questions affecting the trade, 1000. J. P. Koellisch. Good rates, Pub.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Power Wagon, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos ¼ space rates, Pub.

Progressive Grocer, 161 6th Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles, especially success stories, 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc. Original jokes with grocery slant, \$1 each.

Publishers Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade. 1500 to 2000. Frederic G. Melcher. 1c, Pub.

Radio & Electric Appliance Journal (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster, Mng. Ed. Fair rates, Pub.

Radio Weekly, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

Restaurant Management, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on caterers, counter lunch rooms, store and industrial restaurants. J. O. Dahl. 1c up, Acc.

Retail Bookseller, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Digest, 222 N. Bank Drive, Chicago. (M-5) Short fact items on furniture and major appliance merchandising; feature articles usually only on assignment. K. A. Ford. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-25) Articles on air conditioning installations; successful liquor departments; sales of sporting goods and of men's wear, all in department stores, 800 to 1000. John F. Guernsey. 1c to 1½c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. ¼c, Pub.

Roadside Merchant, 75 W. Van Buren St., Chicago. (M) Illustrated articles on successful tourist camps, wayside inns, taverns. Arvo Wain. 1c up, Acc. (Overstocked.)

Rock Products, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Rough Notes, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

Rubber Age, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$10 page, Pub.

San Francisco Styles and Selling, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Western dry goods, department and general stores. 20c inch, photos \$2, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, fact items, fillers 50 to 100, jokes. A. V. Fingulin. ¼ to 1½c, Pub. (Overstocked on verse.)

Soda Fountain, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda, lunches, up to 1000. V. E. Moynahan. 1c, Pub.

Southwestern Baker, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. ¼ to 1c, photos \$1, Pub.

Southern Florist and Nurseryman, 120 St. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith. ¼c, Pub.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, P. O. Box 1242, San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Ruel McDaniel. ¼c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. ¼ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. ¼c up, Pub.

Sporting Goods Journal, 400 W. Madison St., Chicago. (M) Specific feature articles describing new sports implements, how and where made, etc., 500 to 1000; photos. Ames A. Castle. ¼c up, Pub.

Starchroom Laundry Journal, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. Paul C. Trimble. ¼c to 1c, Pub.

Syndicate Store Merchandiser, 953 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, ¼ to 1c, Pub.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500 to 2000. Jerome T. Shaw. ¼ to 1c, news items 25c inch, fillers ¼c, photos \$2, Pub.

Toilet Requisites, 30 Rockefeller Plaza, New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. S. G. Swift. 1c, Acc.

Toys and Novelties, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250 to 1200. Mae G. Hunt. ¼c, Pub.

Toy World, Bankers Investment Bldg., San Francisco. (M) Regular correspondents in leading Western cities. Toy features. Henry Ashmun. ¼c up, Pub.

Underwear and Hosiery Review, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lehar. 1½ to 2c, Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Upholstering, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Pub. (Not in market yet.)

Voluntary and Cooperative Groups Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000 to 2000. Gordon Cook. ¼c, photos \$1, Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler. 1c, Pub.

Western Beverage, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Pub. Rates not at hand.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

Western Confectioner and Ice Cream News, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. Robert Pritchard. 25c inch, Pub.

Western Furniture Retailing, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Philip W. Battelle. 1c, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Pub.

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

Wines & Spirits Merchandising, 125 E. 46th St., New York. Articles on merchandising practices of off-premise retail package liquor stores, up to 1200. L. E. Murray. ¼c up, Pub.

Wine Review, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. Robert J. Pritchard. 25c inch, Pub.

Wood Construction, Xenia, O. (2M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

Wooden Barrel, The, 511 Locust St., St. Louis. (M) Promotional articles on cooperage industry to appeal to customers, articles on wooden barrels in use in various industries, 1000; new markets. Lynn C. Mahan. 1c, Pub.

LIST D

Juvenile and Young People's Publications

- Ambassador, The**, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston. ½c, poems \$1 to \$2.50, Acc.
- American Boy, The**, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, sports, detective; overstocked with serials; fillers 300 with action photos on achievements of boys. George F. Pierrot, Mng. Ed. 2c up, Acc.
- American Girl**, 570 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc.
- American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 each, Pub.
- Boy Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, miscellany, 1/3c up, Acc.
- Boys and Girls**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. ½c, Acc.
- Boys' and Girls' Comrade**, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; verse 2 to 6 stanzas. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.
- Boys' and Girls' Newspaper, The**, Parents Mag. Affil. Press, 9 E. 40th St., New York. (2-M-7) Boys and girls, all ages. Short-stories 1500 to 2400; news articles, feature articles, with photos, 100 to 200; departments. Charles G. Muller. 1c up, Acc.
- Boys' Comrade**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Glenn McRae. \$3.50 per M., Pub.
- Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 2c, Acc.
- Boys' Magazine**, 186 5th Ave., New York. (M) Boy Rangers of America official organ, boys 8 to 12. Staff-written.
- Boys' World**, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2700; serials 4 to 6 chapters, 2200 each; scientific success articles up to 300; successful boys, curiosity, scientific news items; verse. D. C. Cook III, Ed.-in-Chief; Thomas S. Huntley, Mng. Ed. Good rates, Acc.
- Canadian Boy**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ½c, Acc.
- Canadian Girl**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.
- Catholic Girl, The**, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500 to 2500. Mrs. Margaret H. Sullivan. About ½c, Pub.
- Challenge, The**, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young People 17 years up. Adventure, achievement short-stories 1500 to 2500; descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse. Wallace Greene. ½c, verse \$1 to \$2.50, Acc.
- Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ¼ to 1c, Pub. (Overstocked.)
- Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories 1000 to 1800; nursery stories; imaginative verse 1 to 5 stanzas; foreign photos. Esther Cooper. 1c, verse 25c line, Acc.
- Child's Own, The**, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.
- Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.
- Classmate**, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500; serials 30,000 to 40,000; illustrated articles 1000 to 2500; fact items 200 to 1000; verse. A. D. Moore. Fillers ½c up, fiction 1c up, verse \$5 to \$1, 60 days after Acc.
- Dew Drops**, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800 to 900; short articles, editorials 250 to 300; verse up to 12 lines. Good rates, Acc.
- Epworth Herald**, 740 Rush St., Chicago. (2M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. ½c, verse 15c line, Pub.
- Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. ½c to 1c, verse 25c line, Acc.
- Forward**, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000; fillers 150 to 400. John T. Faris. 45c per 100 words, Acc.
- Friend, The**, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.
- Front Rank, The**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; photos. \$3.50 per M., Pub.
- Girlhood Days**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000; serials; miscellany. 1/3c up, Acc.
- Girls' Circle**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.
- Girls' Companion**, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 1000. Margaret M. Stone. Good rates, Acc.
- Girl's World**, Am. Baptist Pub. Society, 1701 Chestnut St. Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200 to 800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.
- Guildsman, The**, Fisher Body Craftsman's Guild, 3044 W. Grand Blvd., Detroit, Mich. (M) Boys 12 to 19. Adventure short-stories 2500 to 3000, also 800 to 900. W. S. McLean. Rates not stated.
- Haversack, The**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany. ½c up, Acc.
- Institute Leaflet**, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.
- Jewels**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Material for small children. ½c, Pub.
- Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3rd and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse. Mrs. Mary Pfau Fisher. ¼ to 1c, Acc.
- Junior Joys**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Not in the market.
- Junior Life**, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Short-stories, serials, verse. 1/3c, Acc.
- Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 2000 to 2500; serials 8 to 12 chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.
- Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 to \$5 per M., Acc.
- Little Folks, The**, Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Falm, Hector, Minn. ½c, Pub.
- Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.
- Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.
- Mickey Mouse Magazine**, Hal Horne, Inc., 551 5th Ave., New York. (M-25) Humorous juvenile short-stories up to 1000; jokes, rhymes, games, puzzles, cartoons. Good rates, Pub.
- Olive Leaf**, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼ to ½c, Pub.
- Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.
- Onward**, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. ½c, Pub.
- Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Pub.
- Our Little Folks**, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to ½c, Acc.
- Picture Story Paper**, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither. ¼ to 1c, Pub.
- Picture World**, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.
- Pioneer, The**, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000. John T. Faris. \$4 per M., photos 50c up, Acc.

Playmate, United Church Publications, 299 Queen St., W., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. ¼c. Pub.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500 to 3000; serials 20,000 to 25,000; vocational, project articles on assignment only; editorials. Wilma K. McFarland, lc, verse \$5 to \$10, approx. 60 days after Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 9 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters. 2500 each; illustrated travel, nature, biography, history, handiwork articles 300 to 1000; verse. John T. Faris. Up to \$4 per M., Acc.

Scholastic, 250 E. 43d St., New York. (W-5) Articles, essays for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500 to 1500; jokes. Kenneth M. Gould, lc, Pub.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000; short poems. Novella Dillard Preston. ½ to ¾c; poems \$2.50, Acc.

Shining Light, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children, L. Helen Percy. \$2 to \$2.50 M., Pub.

St. Nicholas, 419 4th Ave., New York. (M-25) Boys and girls 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500 to 800. Elizabeth S. Whitehouse. Up to ½c, verse up, to 10c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis, \$3 to \$4 per M., Pub.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 600; articles and suggestions for playthings children can make 100 to 300. Verse. Agnes Kennedy Holmes. ½c, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Sunday Companion, The, 256 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000; serials of character development 20,000 to 30,000; articles with photos 1200 to 1800; editorials 300 to 700; verse 8 to 20 lines; fact items, fillers, 200 to 500. Alfred D. Moore, ¼c to ½c, verse \$2.50 up, 60 days after Acc.

Telegraph Delivery Service, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T.D.S. members. E. H. Brown. 1c up, Acc.

Tiny Tower, (Tower) 55 5th Ave., New York. (M) Younger children. Short-stories, novelty one-page features. Bosco Cass. Rates not stated.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson. ½c up, Acc.

Watchword, The, 1030 U. B. Bldg., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo., (M-15) Children 6 to 12. Character-building stories, poems. Jane Palmer. Up to ½c, poetry 25c line, Acc. (Overstocked.)

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2 to 6 chapters 2500 each; short information 300 or less; editorials up to 500. Good rates, Acc.

Young America, 32 E. 57th St., New York. (W) Staff-written.

Young Canada, Presbyterian Pubs., 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not stated.

Young Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pitaum Fisher. ½ to 1c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ½c, Acc. Verse, no payment.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys and girls 17 years up. Character-building short-stories 2500; serials of ten 2500-word chapters; illustrated articles up to 2000; miscellany. Miles W. Smith. \$4.50 to \$5 per M., poems \$1 up, photos 25c up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 M., Pub.

Young People's Paper, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories, up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; miscellany. Good rates, Acc.

Young Soldier and Crusader, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W-5) Boys and girls, high-school ages. Not in market.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, teen ages. Short-stories 2500; serials 2500 each chapter; short articles; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

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THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Scarlet Adventuress, 25 W. 45th St., New York, is a new title launched by Associated Authors, Inc. J. Bruce Donahoo, also editor of *True Gang Life*, writes: "Stories concerning the adventures of women in pitting their wiles and wits against the world, in lengths from 2000 to 5000 words, are desired. Writers are cautioned not to attempt to dress a girl up in pants and take her into the wild places of the world, causing her to perform the same type of bold deeds that one would expect from a male adventurer. After all, the adventuress usually is a high-class demi-monde or courtesan, who uses her feminine charms and wiles to accomplish her aims. Naturally, the element of sex must play an important part in the entire plot. Although we do not want this book placed in the category of the risqué, still we say to our writers: 'Make your yarn as hot as you want to, and we will cool it down to the tempo that we are after.'" Payment is understood to be on publication, "rates by arrangement." Mr. Donahoo also calls for several 20,000-word murder mystery yarns (apparently for another magazine). "I do not want the conventional detective story; rather, the central theme should be the murder or murders. Naturally, the murder must be solved."

Mickey Mouse Magazine, 551 Fifth Ave., New York, published by Hal Horne, Inc., launched as a quarterly, will become a monthly with the issue appearing on the stands August 15. The editors write: "The magazine is a large publication, about the size of *The Saturday Evening Post*, all in four colors and containing stories, jokes, rhymes, games, puzzles appealing to children and to adults, and all profusely illustrated. Because there is a scarcity of persons able to write the form of material we desire, all of the first issue is from the staff. We are, however, desirous of encouraging contributions. The material must be humorous, absolutely clean, and full of punch. It can range from the idea for a page cartoon to a fiction story running possibly to 1000 words; that, however, would be the maximum. The stories must be packed with punch lines, calling for frequent laughs. We have not yet determined a fair rate of compensation, but we shall pay about the same scale as other humor magazines, except for the fiction. In that case, merit alone will determine price. Payment is upon publication. There seems to be a scarcity of available material and we definitely welcome contributions."

Avon House, Publishers, 151 Fifth Ave., New York, "will specialize in pamphlet editions of non-fiction works," writes David Gould. "These will retail at 25 or 50 cents, depending on the type of work and the length. Payment to authors will be arranged individually, and will be outright or on a royalty basis. All types of manuscripts are wanted: political, economic, business, religion, travel, popular medicine, popular science, biography, etc. Avon House particularly wants to hear from writers who are doing or who are contemplating doing authorized brief biographies on political figures through the country. Manuscripts may vary in length from 5000 to 50,000 words."

Mademoiselle, 485 Madison Ave., New York, "is interested in short, humorous sketches similar in feeling to 'Kathleen's Girl' in the June issue," writes Desmond Hall, editor. "Good rates are paid on acceptance for this type of material."

Black Mask, 578 Madison Ave., New York, has recently somewhat modified its policy. Joseph T. Shaw, editor, expresses the change to a contributor thus: "We have been and are constantly receiving many 'all-hard' crime stories, and have recently changed our policy to call for some relieving characters and motivation to relieve the sordid, somber impression which all-crime and practically all-criminal stories give. We want the man-of-action motivating character, almost of heroic proportions; he must be young, appealing in character and manner, hard and brittle as need be in the right spots. We should like also in the same story some other 'decent' person or persons involved in the crime through no fault of their own—at least through no will of their own—who will help to give a more pleasing turn to the story than can be afforded by merely wiping out the criminal characters. A story can be as hard and brutal and brittle as the author wishes, in the right spots, but we do emphatically want the elements of some relief of decency in the story so that it will not leave the impression of sordidness that is given by an all-crime or all-criminal story. Even if the dick character is a rather likeable chap, that is not quite enough if his work is only the extermination of rats."

Prison Life, Wurlitzer Bldg., 120 W. 42nd St., New York, is announced by Tewhler Publications, Inc. Warden Lewis E. Lawes of Sing Sing is editor. Walter W. Hubbard, managing editor, writes: "We need at once short-stories and medium-length stories, preferably fact (although fiction is not barred) from men and women who, to put it bluntly, have 'served time' in state, federal, or county jails. Stories will be paid for to those now in prison, or who have been in, at the rate of ½ cent to 1½ cents a word, depending on the quality of the story, fame of the author, and just how much re-editing will have to be done on the manuscript. Other writers, not ex-convicts, may submit stories of a character similar to the nation-wide broadcasts given by Warden Lawes—thrilling, smooth-running, and melodramatic. No sexy, bang-bang, 'pulp' kind of cheap fiction is desired; women are not barred in the stories. We prefer the type of stuff written by W. L. Burnett, Octavus Roy Cohen, Charles Francis Coe, and Edward A. Doherty. Payment for these is at 'publishers' rates' usually on publication, never later than thirty days thereafter. Art work and photos are sought."

Daring Detective is the new title adopted by *Detective Tabloid*, Fawcett publication issued at 529 S. 7th St., Minneapolis. It continues, however, to be devoted to fact detective material—dramatic stories of actual crimes. An essential, writes John J. Green, editor, is that the stories used must have woman interest. The crimes must be love crimes, or involve triangle situations, or the like. Lengths up to 5000 words are used. Payment is on acceptance at 1 cent a word.

Rangeland Romances, 205 E. 42nd St., New York, is a new member of the Popular Publications group. It will be devoted to emotional love stories of the old West. Lengths: short-stories up to 5000 words; novelettes, 9000 words and 15,000 to 17,000 words. The stories must be told from the woman's viewpoint and have a strong dramatic and glamorous element. Payment at 1 cent a word, on acceptance.

True Gang Life has been taken over from Red Top Publishers by a new company, Associated Authors, Inc., and offices have been moved from 11 W. 42nd St. to 25 W. 45th St., New York. J. Bruce Donahoo, editor, seeks gangster and crime short-stories from 2000 to 5000 words in length. Rates by arrangement are paid on publication.

Scholastic, formerly at 155 E. 44th St., is now located at 250 E. 43d St., New York. Published for use in high-school classes, it uses articles and essays from 500 to 1500 words in length on English literature and composition, cultural subjects generally, historical and current events, social problems, and student problems. Kenneth M. Gould is managing editor. Rates paid are 1 cent a word on publication.

Popular Western, 22 W. 48th St., New York, now uses Western fiction in all lengths from 500-word short shorts to 15,000-word novelettes. A companion magazine in the Thrilling group, *Popular Detective*, also now uses all lengths from 500 to 15,000 words, in the detective field. These two magazines were previously open only to novelette lengths. *Thrilling Adventures*, also of the Thrilling group, announces that it will use action short-stories, with slight woman interest, foreign locales but American heroes, in short-story lengths of 2000 to 8000 words, novelettes in 10,000-word lengths, and novels up to 20,000 words. All magazines of the Thrilling group (Standard Magazines) now pay 1 cent a word on acceptance. All are under the editorial direction of Leo Margulies.

Detective Story Magazine, 79 7th Ave., New York, is to be published monthly instead of semi-monthly hereafter, and will use novelettes of 25,000 and 45,000 words (no in-between lengths); also short-stories of 5000 words. Payment is at 1 cent a word on acceptance.

Column Review, 545 Fifth Ave., New York, is now edited by Paul Yawitz, succeeding Maxwell Lehman. The periodical uses various types of column material "including those columns which contain the most punch and are most provocative—columns from the entire columnist gamut—sports, literature, politics, stories, chatter, art, theatre, science, movies, radio." Editorial symposiums and similar features are used. Payment is by arrangement.

Country Life, 444 Madison Ave., New York, is now edited by Mrs. Jean Austin, replacing R. T. Townsend. Illustrated gardening, sport, interior decorating, country-estates, and travel articles, from 1000 to 1500 words in length, are used, being paid for at indefinite rates on publication.

Real Detective, formerly at 420 Lexington Ave., is now located at 444 Madison Ave., New York. It uses true illustrated crime stories of 5000 to 6000 words. Payment is now reported to be on acceptance, instead of publication, at 1½ cents a word, photos \$2 to \$3.

Today, 152 W. 42nd St., New York, announces that Frank Rising is now managing editor, replacing Wm. C. Stewart. Raymond Moley is editor.

It was stated by mistake in our last month's issue, that *Thrilling Mysteries* had been discontinued by virtue of a legal victory by Standard Magazines over Popular Publications. This was an error, inasmuch as the matter was amicably settled by an agreement fair to both parties concerned.

The North American Review, 587 Fifth Ave., New York, has changed from monthly to quarterly publication at \$1 per copy. It is now edited by John H. Pell and considers fiction, articles, and verse on American subjects and by American authors (American subjects covering the entire North American continent, including Mexico and Alaska). Payment is at \$5 a page of approximately 250 words, on publication.

Real America has moved from 919 N. Michigan Ave. to 666 Lake Shore Drive, Chicago. Edwin Baird, editor, writes: "We are especially in need of good human-interest stories and inside facts on public affairs." 300 words is a preferred length. Payment is at 1 cent a word, on publication, occasionally on acceptance.

Love and Romance is now the title of the Macfadden Magazine, 1926 Broadway, New York, formerly entitled *Dream World*. Like *True Story* and *True Romances* of this group it uses dramatic true stories of the confession type, told in the first person, in short-story and serial lengths. The editors emphasize: "We endeavor to have people write stories without technical skill in the form of simple, personal narrative, told as they would tell it in a letter to a friend or in confidential conversation by the fireside. Any tricks of technique . . . can only work against the probabilities of acceptance by us." An instructive booklet, "Facts You Should Know About *True Story*," is sent to prospective contributors upon request. Stories are purchased outright at good rates, and *True Story* conducts frequent prize contests.

Movie Mirror, the Macfadden motion-picture fan monthly, has moved from 6715 Hollywood Blvd. to 7751 Sunset Blvd., Hollywood, Calif.

The Bandwagon has moved from Insurance Bldg., to Ramsey Tower Bldg., Oklahoma City, Okla.

Boys' and Girls' Newspaper, 9 E. 40th St., New York, is now published semi-monthly instead of weekly.

Your Astrology Magazine, 154 Nassau St., New York, edited by Marion Meyer Drew, in communications to THE AUTHOR & JOURNALIST, announced payment at 1 cent a word on acceptance. Contributors who have had articles accepted and published in this expectation are now informed by A. Zernhard of Zodiac Publications, Inc., that the only payment the company expects to make is in advertising space.

Sex Psychology, formerly at 258 Broadway, is now published at 154 Nassau St., New York.

Big-Book Western, *New Western*, and *New Detective*, edited by Roy de S. Horn, have moved from 80 Lafayette St. to Room 1157, 47 W. 34th St., New York.

Hollywood Magazine, the Fawcett publication, is published at 7046 Hollywood Blvd., Hollywood, Calif., and not in New York as previously listed in these columns. Ted Magee, editor, writes that all articles for the magazine are written on assignment.

Brevities has popped up again after a reorganization, at 254 Water St., New York. The many writers who have accounts unpaid from former incarnations of the magazine at other addresses might bring their claims to the attention of the editor, L. Simpson, at this new address.

News Service Bureau, Dayton, Ohio, an associate of Trans-American News Service, Freda Davidson, secretary, writes: "We are looking for book-length novels on fiction, [sic.] business, humor, travel, medicine, and will consider other logical subjects. We care little whether a first novel or a top-notch; every manuscript will be given careful consideration and reported upon within three weeks. Payment on arrangement with authors. In articles we will consider such subjects as radio and movie fan miscellany, business and economic subjects, masculine-viewpoint articles on drink and sports, humor, and especially stories of the popular science nature. Lengths preferred are from 1500 to 2500 words, with photos essential. We report on these within two weeks. Payment is on acceptance; rates from 1 to 2½ cents per word."

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The New York American, 220 South St., New York, returns all material submitted to its March of Events Page, stating that it will not be in the market for perhaps six months.

Popular Science Monthly and *Outdoor Life* have moved from 381 to 353 Fourth Ave., New York.

Esquire, 919 N. Michigan Ave., New York, has been the subject of complaints because of delayed reports on manuscripts. Regarding these complaints, Arnold Gingrich, editor, writes: "This condition has worried us quite a lot, and we spend a lot of time, energy, and postage assuring irate writers that they will get a report eventually. But we do like to give every story a fair reading, and it takes time."

Famous Detective, of the Macfadden group, should be addressed at Chanin Bldg., New York, instead of 1926 Broadway. It is edited by Bert Bowden, and uses true detective stories, preferably under official by-line. Rates are 2 cents a word on acceptance.

Tomorrow, Publishers, which specialize in sociological and economic literature, especially from the liberal and radical viewpoints, have moved from 11 W. 42nd St. to 303 Fourth Ave., New York.

American Detective, 551 Fifth Ave., New York, is now issued under the banner of Artvision Publishing Co. It uses illustrated fact detective stories on current or old crimes with a strong detective angle, up to 7000 words in length. Payment is stated to be on publication at 1½ cents a word minimum. (Several contributors report that this periodical is unduly slow in reporting on material.)

Western Romances, 149 Madison Ave., New York, wants "love stories developed in action indigenous to the West," writes Clifford Dowdey. "While Westerns without woman interest are taboo, we don't want 'emoting,' but strong, virile romance." Short-story lengths are used up to 6000 words, 5000 preferred; novelettes, 10,000 to 15,000. Payment is at 1 cent a word up, on acceptance.

Inside Detective, 149 Madison Ave., New York, is now published under the banner of Exposed Pub. Co., instead of the Dell Publishing Co. West F. Peterson, editor, desires true crime detective stories under an official by-line, 1500 to 6000 words in length. Payment is at 1½ cents a word on acceptance, photos, \$2.50 each.

American Prefaces, University Hall, Iowa City, Ia., "a journal of critical and imaginative writing," is announced for publication beginning next September, under the auspices of the School of Letters and the Graduate College of the State University of Iowa. It will be open to material from writers over the country, whether or not they are connected with a university, writes Edward L. Stephenson. It plans to use stories, sketches, one-act plays, verse, critical articles, etc. Presumably no payment will be made, although prize contests are announced.

The Fellow Traveler, 80-15 Grenfell Ave., Kew Gardens, L.I., New York, is announced as a new magazine under the editorship of Herman Parthow, which is looking for poems, stories, and critical essays reflecting individual and social conflicts of today. Presumably no payment is offered.

Discontinued—Suspended

Crescendo, New York.

Wings (Fiction House) New York.

Paris Gayety, New York.

Sex Science, New York.

Home Management, Chicago.

The Big Magazine (Popular Pubs.) New York.

Super Detective Stories, New York.

Shadoplay (Macfadden) New York.

Terence X. O'Leary's War Birds, (Dell) New York.

PRIZE CONTESTS

The Chattanooga Writers' Club announces the annual Elberta Clark Walker Memorial Prize for a nature poem not exceeding 72 lines. First prize of \$10 and second prize of \$5 each will be awarded. Submit anonymously, with name and address in sealed envelope; only one poem to a contestant; no manuscripts returned. Closing date, November 1, 1935. Address Miss Alice Gibson, chairman, Lookout Mountain, Tenn.

A book contest for American journalists, sponsored by the American Newspaper Guild, is announced by the Dodge Publishing Co., 4 W. 16th St., New York. A \$1500 prize as an advance on royalties is offered for the best work of fiction and a similar prize for the best work of non-fiction. Closing date, December 31, 1935. Only members of the American Newspaper Guild as of that date are eligible to compete.

The Berkeley Playmakers announce their twelfth annual one-act play contest closing September 1, 1935. A first prize of \$25 and second of \$10 will be awarded. Authors wishing to compete should communicate with the secretary, Mrs. Bertha M. Lester, 1533 Posen Ave., Berkeley, Calif.

Thrilling Love, 22 W. 48th St., New York, in each issue publishes a love "problem," offering prizes of \$15, \$10, and \$5 for best letters of not more than 200 words telling what the contestant would do under the circumstances outlined.

American Prefaces, University Hall, Iowa City, Ia., announces three prizes of \$20 each for the best poem, the best short-story, and the best critical article on the subject, "Toward a New Literature; the Outlook of the Younger Generation." The contests are open to any writer under 35 years of age. The editors reserve the right to publish all prize-winning manuscripts. Closing date, July 15, 1935.

The closing date of the Dodd Mead-Cassell \$5000 prize novel contest, which was to have closed September 1, 1934, has been advanced to July 15, 1935, according to Curtis Brown, Ltd., 18 E. 48th St., New York, who are conducting the contest. This was done because "a suitable manuscript for the prize was not found" within the previously announced term for submission of material.

Serenade, 55 Fifth Ave. New York, has a new department called, "Thoughts for *Serenade*," devoted to letters telling which stories and features readers like best and which they don't enjoy so much, and why. Payment is \$1.00 for each letter printed.

Better Homes and Gardens, 1714 Locust Street, Des Moines, Iowa, has a new department called "Parents' Methods," conducted by Gladys Denny Schultz, who writes: "Your solutions to child-training problems you have met and solved will help other *Better Homes and Gardens* mothers and fathers. Limit your solution letters to 200 words, preferably to 100 or even 75—the more concise the better. We'll pay \$3 for each one we accept for publication."

REETING CARD DEPARTMENT

BY DORIS WILDER

At last information, Exclusive Company, 414-416 N. Third St., Philadelphia, planned to open its exchequer for purchase of religious and family Christmas sentiments from June to December, paying 50 cents a line. The department editor is not in touch with this company personally, so it might be well for would-be contributors to query William B. Thompson.

Miss Hanna Trauring of Gatto Engraving Co., 52 Duane St., New York, stated in our January Annual Handy Market List that she expected to buy Birthday

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material in June. Reports on Easter and Mother's Day submissions were somewhat delayed, but presumably decisions regarding future contributions can be made more promptly. Miss Trauring is interested in "both the sentimental and sprightly types" of verse, but likes them to "really say something." 50 cents a line.

H. M. Rose, Jr., of The Rose Company, Bainbridge St. at 24th, Philadelphia, writes: "Twenty-five cents per line is our minimum. We pay as high as 50 cents per line, if we consider the material worth it. We will not be in the market until after July 1st, at which time we will consider Birthday and Everyday material."

Back at her desk after a cruise, Ethel M. Beach, editor of The Bromfield Publishers, 12 High St., Brookline Village, Mass., says: "Greetings extolling the virtues of Mother, Father and other members of the family are being replaced by more genuine messages. Again, the word 'card' should be eliminated from a greeting, because most of the publishers are using only folder form." Try out some top-notch Everyday with Mrs. Beach, either serious or amusing. 50 cents a line.

Any of the companies which do not devote themselves exclusively to production of Christmas and Everyday cards might be interested at this time in a few really good Graduation sentiments, for 1936 retail. Certainly there should be inspiration for their writing at this season, even if they are not marketed until later. A criticism of rejected Graduation sentiments once given by C. R. Swan, editor of Quality Art Novelty Co., Everready Bldg., Thompson Ave. and Manley Sts., Long Island City, New York, is therefore timely: "None of these verses has simple congratulations on the occasion and wishes for the future. It is practically the one selling idea in graduation cards."

Mary E. Johnson of Hall Bros., Inc., Grand Ave. and Walnut at 26th, Kansas City, Mo., sends word: "Mother's Day and Father's Day next!" 50 cents a line.

▼ ▼ ▼ ▼ LITERARY MARKET TIPS In the Trade, Technical and Class Journal Field

Elks Clubs, 50 E. 42nd St., New York, is announced as a new monthly publication on club operation and maintenance which will appear in June. It is published as a companion to *The Elks Magazine*, but it will appeal editorially to all clubs. G. H. Woolley, managing editor, writes: "I would like to see articles and short department items dealing with problems of management and maintenance—business-building ideas—new ideas on construction and furnishings—ideas on food or food service—on liquor or bar service. These must be strictly "how" articles—actual experiences. Theoretical ideas will not be accepted. Photographs will also be acceptable. Publicity as it applies to clubs is one phase to consider: how the club advertises itself to its members, its various facilities for entertainment, such as swimming pools, bowling alleys, etc., and how it arouses interest in its members to the point where they use these facilities. Also, how a club builds and maintains prestige in its own community." Mr. Woolley does not indicate what rates will be paid; but presumably good rates, in line with those paid by *The Elks Magazine*, may be expected.

Bookbinding Magazine, formerly in the General Motors Building, New York, has moved to Guardian Life Building, 50 Union Square.

Western Construction News, 114 Sansome St., San Francisco, has dropped the latter part of its name, "and Highways Builder." J. I. Ballard is now editor. News is covered by regular correspondents, and feature articles are only used if signed by civil engineers.

Andrew Geyer, Inc., 260 Fifth Ave., New York, Thomas V. Murphy, editor, writes: "After having relied practically exclusively on staff members for feature articles for several years, we have changed our policy in this respect and are now interested in seeing brief, concisely written feature articles, preferably with photographs, for both *Geyer's Stationer* and *The Gift and Art Buyer*, giving clear information on novel sales promotion ideas, window display promotion, and advertising of unusual character. These stories must be based on actual interviews with store owners or department managers in the commercial stationery, social stationery, office equipment, and office supply fields, and in the gift and art, greeting-card and decorative accessory fields. For each article accepted, payment of \$5 will be made on publication."

The Haire Publications, 1170 Broadway, New York, have cancelled their 2-cents-a-word rate for buyers' news items, paying for all material at $\frac{3}{4}$ cent a word, after publication.

Contributors to *Petroleum Age and Service Station Merchandising*, 500 N. Dearborn St., Chicago, who have not received payment for articles published during the last year, are advised to present their claims direct to Robert F. Patton, secretary.

California Wine Review, 420 S. San Pedro St., Los Angeles, is now just *Wine Review*.

Fishing Gazette, 461 Eighth Ave., New York, a publication going to wholesale fish dealers, is now being edited by Carroll E. Pellissier. News items and articles are desired, payment of 1 cent a word being made on publication.

Sales Slants, 210 Clark St., Chicago, (or 151 5th Ave., New York) is *not good pay*, according to one contributor. Asked to write a monthly column, which he did, he reported that five months later no payment had been received, despite repeated letters asking for settlement.

Milk Production and Marketing, 367 W. Adams St., Chicago, is out of business. This was another milk publication that had the reputation of treating contributors unfairly, by not returning articles submitted with full postage for return if unavailable.

A subscriber reports the following: "Sent special article asked for by *Music Trades*, 113 W. 57th St., New York, five months ago. No reply, though stamps enclosed. No answer to letters. Same experience with *National Painters Journal*, 12 Gold St., New York. Special article sent nearly a year ago, no result, stamps sent, no pay, no copy back. Same for *Industry & Welding*, 812 Huron Road, Cleveland. Copy sent about ten months ago."

Restaurant Management, 222 E. 42nd St., New York, is still out of the market for long articles. Current demand is for pictorial shorts, short articles on cafeterias, counter lunch rooms, store and industrial restaurants. Payment is made promptly on acceptance. J. O. Dahl is editor.

Motorship, 192 Lexington Ave., New York, desires news items on Diesel powered boats and short articles on marine Diesel performance. 1 cent a word is paid on publication. L. R. Ford is editor.

Hotel Management, 222 E. 42nd St., New York, is now interested in articles featuring the remodeling of clubs, with action photos, according to J. O. Dahl, editorial director.

American Miller, 330 S. Wells St., Chicago, needs illustrated articles at the present time. Says the editor, "Pictures are scarce." Although this publication promises payment on publication, contributors report it from six months to a year in arrears.

Western Milk Dealer and Dairy Counsellor, 2518 Western Ave., Seattle, Wash., is out of business.

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